



2019 SOFIC Media Guidelines

U.S. Special Operations Command and the National Defense Industrial Association welcome professional media to cover the 2019 Special Operations Forces Industry Conference at the Tampa Convention Center, May 20-23.

Eligibility

For expediency, its recommended media register online before SOFIC. For media registration information, contact Trish Wildt at NDIA: twildt@ndia.org.

Media may register at the event. Please allow extra time upon arrival to do so.

The event organizers require proof of employment to make certain only qualified media receive press passes for access to SOFIC. Qualified media are those journalists who work for a **full-fledged news organization**. Proof of employment includes press passes, business cards, letters of verification, a copy of or link to published work, a masthead with the media member's name.

Freelance media are asked to provide a letter or email from the outlet they are representing or, if working independently, a statement of editorial work.

Event organizers will refuse press passes to anyone who does not meet these requirements.

People who **MAY NOT register as media** include those in advertising, marketing, business development and business operations; publishers, analysts and public relations personnel.

Anyone found fraudulently registered as media will have their pass revoked and will need to register as a paid participant to stay at SOFIC.

Security

When entering the Tampa Convention Center, security personnel will conduct a thorough but speedy hand-check of all bags and containers. Please allow time for this search upon your arrival.

Access and rules of engagement

Media conference badges must always be worn at the event. Check in at the media registration counter on the mezzanine level in the Tampa Convention Center to pick up badges.

The Press/Public Affairs Room is Meeting Room #1 at the convention center. It will be open Monday, May 20 through Wednesday, May 22, 8:00 am – 5:00 pm, and Thursday, May 23, 8:00 am – 4:00 pm.

The Press/Public Affairs Room (Room #1) will be set up for workstations. A second room next door (Room #2) will be set up for large press conferences or announcements and will also be available for individual interview needs. Please consult with public affairs staff or NDIA media staff to use this space. These staff will keep a running schedule of events here.

There will be Wi-Fi, and login information will be available in the media room. The Wi-Fi will be accessible throughout the convention center. Organizers advise having backup Wi-Fi options in case accessibility becomes an issue.

Except where noted, the event's scheduled sessions are on the record and open to media. Organizers may close a previously open portion of a program at their discretion; they will communicate these changes to media and attendees. Please see the list of events that are open to media with restrictions or closed to media.

There are no embargo restrictions at the event.

Media may not use the event or USSOCOM logos.

Background information and bios will be available in the Press/Public Affairs Room. For presentations or slides not available onsite, contact the NDIA communications director after the event has concluded and they will be provided, if approved for distribution. SOFIC presentations are only made available after the conference to registered attendees.

Exhibitors may leave media kits and press releases in the Press/Public Affairs Room.

USSOCOM Public Affairs Office points of contact will assist with requests for interviews with government speakers or participants. NDIA points of contact will assist with requests for interviews with the association's officials.

Questions will follow after presentations, if specified by the session moderator or speaker. Media members shall identify themselves clearly with name and affiliation before asking questions.

SLI.DO

Most sessions will use the Sli.do program for taking questions from the audience. Sli.do operates from the 2019 SOFIC mobile phone application, which is free to download on most smartphone devices. It's also usable through www.sli.do. A moderator shall announce Sli.do use before each session begins.

When using Sli.do, please write in your name and outlet affiliation.

Please use 2019 Special Operation Forces Industry Conference or 2019 SOFIC in your reporting. The Twitter hashtags are #SOFIC.

Events with media restrictions

Except for the following events, scheduled sessions are on the record and open to media. PLEASE NOTE – Organizers may close a previously open portion of a program at their discretion. They will communicate these changes to media and attendees.

This event is open to media with restrictions:

Tuesday, May 21

Industry networking reception in the Exhibit Hall

Off the record. In attending, media representatives agree the event is strictly a government-industry social and networking activity during which all press activities cease. Media will not, in any form conduct interviews, ask questions or seek information for later reporting. Photography, video and audio recordings are prohibited. Media should direct requests for interviews to the NDIA public affairs staff in the press room, who can forward such requests appropriately.

These events are closed to media:

Monday, May 20:

USSOCOM Retired SOF Senior Leaders

USSOCOM CDR/Senior Enlisted Advisor ALL CALL

All Disrupter events

Tuesday, May 21:

Senior Industry Executive Forum (large business)

SOFSA Brief

All Disrupter events

Program Executive Officers One on One Discussions

Wednesday, May 22:

J4 Conferencing

Senior Industry Executive Forum (small business)

Program Executive Officer SOFSA MTRC and One on Ones

ENG Conferencing

All Disrupter events

Operation SOFTalk

Thursday, May 23:

Program Executive Officer SOFSA MTRC and One on Ones

Sustainment enterprise roundtable

Special Operations Forces Acquisitions, Technology and Logistics Awards Ceremony

Photography, video and audio recording guidelines

PLEASE NOTE – Due to the nature of special operations, we ask that some military personnel not be captured on video or photos. It is best to ask before capturing anyone's image to not violate military personnel photo and video restrictions.

- For U.S. military personnel in the ranks of (O-4) major and (E-8) master sergeant and below: Take video or photos from the side to avoid both eyes and the bridge of the nose. Cutlines cannot use full names.
- For U.S. military personnel in the ranks of (O-5) lieutenant colonel and (E-9) sergeant major and above: There are no photo or video restrictions for these special operations personnel.
- For personnel of the military forces of partner nations: Media must request permission to take a video or photo before capturing their images.

Open sessions

Photography is allowed in open sessions. Video recording must be cleared with USSOCOM Public Affairs points of contact in the Press/Public Affairs Room. Not all requests are approved. Audio recording is approved for personal and individual use by media and may not be rebroadcast.

Exhibit hall

PLEASE NOTE – No organization or individual can use photos, video and audio to inadvertently or purposely show government or industry endorsement for anything other than the event in which they are participating.

Exhibiting organizations or companies must grant permission and releases to any media that will photograph or record them in audio or video. Neighboring companies or exhibits cannot be included without their permission.

Press contacts and media room location

The Press/Public Affairs Room is meeting room #1 on the lower level of the Tampa Convention Center.

The Press Conference Room is meeting room #2 next door.

USSOCOM public affairs officers

Army Maj. Anthony Mayne
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Please remember that press badges are a privilege and can be revoked by event organizers at any time. Reasons may include but are not limited to: unauthorized photographing or videoing of exhibits other than those exhibits for which permission has been granted; unauthorized photographing or videoing of conference sessions where photos or video are prohibited; attending conference sessions or functions where media are prohibited; soliciting advertisements, exhibit space, sponsorships, etc. in the conference and exhibition-controlled areas.