



2022 SOFIC Media Guidelines

The National Defense Industrial Association (NDIA) and the U.S. Special Operations Command (USSOCOM) welcome **professional media members** to cover the 2022 Special Operations Forces Industry Conference.

ELIGIBILITY

*****PLEASE READ CAREFULLY*****

DO NOT register as media for SOFIC if you are not a working journalist. This includes those in advertising, marketing, business development and business operations including executives, publishers, analysts and public relations personnel and anyone who is not a working journalist.

All media registration requests are reviewed before credentials are issued. Organizers require proof of employment to make certain only qualified media receive press 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, and a masthead with the media member's name.

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

Anyone found registered fraudulently as media will have their access revoked and will need to register as a paid participant to take part in SOFIC.

For media registration, contact Trish Wildt at twildt@NDIA.org. For media information, contact Evamarie Socha at esochoa@NDIA.org.

BADGE AND MEDIA GUIDELINES PICKUP

All registered media can pick up badges at the designated booth upon entry at the Tampa Convention Center. From there, media should go directly to the Press/Public Affairs Room #101 on the first floor to get the lanyard for the badge and a copy of these guidelines. You will be asked to sign off on a list acknowledging you have received these items.

SECURITY

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

NDIA is not liable for the actions of or statements from SOFIC participants during the conference. Event officials will remove inappropriate content from the website, including questions, chats and comments.

They will disable accounts deemed responsible for such content or behavior. Any content that suggests direct threats or physical harm will be deleted and the posters will face consequences, to include charges where appropriate.

ACCESS

You will receive access as a media participant in SOFIC. Except for PEO one-on-one meetings and the gala, 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 agenda for sessions that are open to media with restrictions or closed to media.

Media will have the following opportunities to meet with USSOCOM officials. These will take place in the Press Conference Room #102 at the Tampa Convention Center. **IMPORTANT:** To participate, contact Evamarie Socha esochoa@NDIA.org.

Monday, May 16, 3:30 – 4:30 p.m. EDT:

Media roundtable with these Program Executive Officers:
SOF Digital Applications – Army Col. Paul Weizer
Special Reconnaissance – David Breede
SOF Warrior – Army Col. Anh Ha
Services – Ted Koufas
SOF Support Activity – Army Col. Joseph Blanton

Tuesday, May 17, 11:40 a.m. – 12:30 p.m. EDT:

Media roundtable with James Smith, Acquisition Executive, USSOCOM

Tuesday, May 17, 4:30 – 5:30 p.m. EDT:

Media roundtable with these Program Executive Officers:
Command, Control, Communications and Computers (C4) – Deb Woods
Fixed Wing – Air Force Col. Ken Keubler
Rotary Wing – Geoff Downer
Maritime – Navy Capt. Randy Slaff

Wednesday, May 18, 11:45 a.m. – 12:15 p.m. EDT:

Media roundtable with Lisa Sanders, Director of Science and Technology, USSOCOM.

CAPEX DEMO

The capabilities demonstration will begin Wednesday, May 18, at 1:15 p.m. EDT. Press who wish to observe from the viewing area should meet in the Press/Public Affairs Room #101 by 1 p.m. EDT. SOCOM public affairs officials will escort media to and from the viewing area.

All CAPEX participants have been cleared for routine photography.

WORKSPACES

The Press/Public Affairs Room is #101 at the Tampa Convention Center. It is open from 8 a.m. to 6 p.m. EDT Monday, Tuesday and Wednesday, and 8 a.m. to 1 p.m. EDT Thursday. Only registered journalists, SOCOM public affairs officials and NDIA communications staff may work in this room. You also are welcome to work anywhere in the convention center.

Vendors may leave media kits, press releases and other materials in the media room.

Do not conduct interviews in the media room. Room #102 is a press conference room and is available as an interview space if needed. Please contact Evamarie Socha at esochoa@NDIA.org for availability. Wifi is available at the convention center.

The indoor network is SOFIC Wi-Fi by Verizon, and the password is 2022SOFIC. The outdoor network is SOFICOutdoor, and the password is Verizon1. Please consider having backup wifi for your use in case of issues with availability or connectedness.

IN YOUR COVERAGE

Sli.do

The Sli.do program will be in use during the keynote addresses in the ballroom to take questions from the audience. Sli.do operates from the SOFIC 2022 mobile phone application, which is free to download on most smartphone devices. It's also usable through www.sli.do.

A moderator will announce Sli.do use before each session begins. When using Sli.do, please write in your name and outlet affiliation.

Recording, all types

Media may record audio or video of open conference sessions only for personal and individual use. Recordings may not be disseminated, posted online or rebroadcast in any format.

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.

Photography is allowed in open sessions. Video recording must be cleared with SOCOM public affairs points of contact in the media room. Not all requests are approved. Audio recording is approved for personal and individual use by media and may not be rebroadcast.

In the exhibit hall, 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.

Other

Media may not use the event or USSOCOM logos.

Please use 2022 Special Operation Forces Industry Conference, SOFIC or 2022 SOFIC in your reporting. Twitter hashtags are #SOFIC and #2022SOFIC.

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.

CONTACTS

USSOCOM Public Affairs

Navy Lt. Cassandra Thompson
AT&L Public Affairs Officer
cassandra.d.thompson.mil@socom.mil

NDIA Marketing and Communications

Scott Rekdal
Vice President, Marketing and Communications
C: (703) 254-4514
srekdal@NDIA.org

Evamarie Socha

Director, Public Relations and Communications
C: (703) 472-3806
esocho@NDIA.org