



Member Spotlight Guidelines

To be eligible for MassBio's monthly Member Spotlight, member organizations must meet the following requirements:

- Maintain an active membership with MassBio for at least 1 year
- Attend at least three MassBio events annually (forums, mixers, signature events)
- Corporate mission must contribute directly to improving lives of patients, and organization must be able to convey this in the Spotlight feature

If eligible, members will be asked to answer the following questions, limiting each response to ~100-150 words, and refraining from being overly promotional (although we of course want you to talk about all the great things you're doing!):

- Tell us about your organization, its mission, and current initiatives
- How does your organization's activities help patients now and into the future?
- What do you see as the biggest challenge facing the life sciences industry today?
- What's next for your organization / what are you focused on in the coming year?
- Please also include a 2-3 sentence bio and headshot for whoever is answering (often the CEO, but can be someone else in the organization)

If you do not fit these requirements, members can consider:

- Contributing a guest blog 1x per quarter – email Jennfier.Nason@massbio.org with an overview
- Contributing a diversity & inclusion success stories – contact Edie.Stringfellow@massbio.org for details

If you fit the above requirements and are interested in being featured in MassBio's Member Spotlight, please email Cayley Moynihan at Cayley.Moynihan@massbio.org.

NOTE: MassBio prioritizes life sciences member organizations for Spotlight features but reserves four of the 12 Spotlight features each calendar year to highlight associate and/or affiliate member organizations supporting the life sciences.

MassBio.org

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