



## Member Spotlight Guidelines

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

- Establish 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 – [see guidelines here](#)
- Contributing a diversity & inclusion success stories – [see examples here](#)

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