

## **TRADE ASSOCIATIONS & MEMBERSHIPS**

### **What are trade associations and memberships ?**

A trade association, also known as an industry trade group or business association, is an organization founded and funded by businesses that operate in a specific industry. An industry trade association typically participates in public relations (PR) activities such as advertising, education, publishing, lobbying, and political donations, but its focus is on collaboration between companies. Other services that associations may provide include organizing conferences; hosting networking or charitable events; and providing seminars or educational resources. Every industry is different, but one thing they all have in common is that the trade organization and the businesses it works with are all committed to the greater good and the pursuit of excellence in the industry they represent.

### **Why are trade association memberships important for building business credibility?**

Trade association memberships are typically a good sign that a business and its principles are in tune with the industry that they are working in and serve as a way to better validate by association that a business takes their industry and profession seriously and holds themselves to the highest standards.