Trade Association Forum

TAF PARTNERSHIPS

2026/27

About TAF

TAF is the UK's 'association of associations', a community of 180 trade associations encouraging the development and sharing of best practice among UK trade associations and promoting the role of effective trade associations to government, industry and the wider public.

We focus specifically on trade associations, not on the broader membership community, and that focus helps define everything we do. Our 180 association members in turn represent close to 200,000 UK businesses, making TAF one of the largest representative bodies in the country.

Whether helping associations share best practice, or helping our members help their members, TAF is at the heart of the UK association community and working every day to help support the sector.

Our partners play a vital role in this mission, helping us deliver more for members and providing them with access to market-leading content, events and expertise.

Partnering with TAF means reaching a highly engaged, trusted community of senior decision-makers across 180 trade associations, representing nearly 200,000 UK businesses.



TAF's Reach

TAF connects you directly with the heart of the UK's trade association community. Our 180 member organisations represent nearly 200,000 businesses nationwide, giving our partners access to a powerful, far-reaching network.

With a highly engaged audience of senior decision-makers, thousands of newsletter subscribers, and a strong digital footprint, TAF offers exceptional reach, credibility and insight across the sector.

Partnering with TAF means more than visibility, it's a trusted platform to build brand recognition, foster meaningful relationships, and open doors to new markets.

Find out more at www.taforum.org

OUR COMMUNITY

180
members from all sectors of the economy

200k
businesses represented by TAF members

OUR REACH

6,000+
social media followers

180k
website pageviews p/a

5,800
newsletter subscribers

7,200
TA contacts in marketing data

OUR CREDIBILITY

29 years
of leading the UK association sector

450
engaged C-Level contacts

UK Gov
we were set up and still supported by the UK's Department for Business & Trade

TAF Partnership Philosophy



GENUINE PARTNERSHIPS.

We think beyond transactional branding opportunities and want to build mutually beneficial relationships that create real value for TAF members, our members' members and our partners.

CO-DEVELOPMENT OF SERVICES.

We want to develop bespoke service offers that TAF can offer as a benefit to its members and they, in turn, can offer to their members, creating a ripple effect that positively impacts thousands of businesses nationwide.

LONG TERM, NOT QUARTER-TO-QUARTER.

We want to work with partners over years, not just as a way to finance single events. If we build the right relationship together from the start, our partnership should continue to deliver value over the long term.

What TAF does

TAF is run by associations, for associations, with a focus on helping our members deliver more for their members. We support our members by providing:



COMMUNITY

We help members connect with each other to network, learn and share, via regular in-person events, an online community and special interest groups.



INSIGHTS

We provide access to resources, industry benchmarking, events and guidance to help our members improve, address common challenges and respond to the changing external environment.



SERVICES

We provide access to services and deals via a range of partners to help our members save money and deliver more for their members.

Why partner with TAF?



BUILD RELATIONSHIPS

Gain access to a highly engaged network of trade association leaders. Our events and forums offer exclusive opportunities to connect, collaborate, and build long-term partnerships within a trusted professional community.



GENERATE OPPORTUNITIES

Connect with over 180 trade associations and their members, collectively representing nearly 200,000 businesses. TAF helps you unlock new commercial opportunities, enter new markets, and scale your reach.



BRAND BUILDING

Position your organisation alongside the trusted TAF brand. Showcase your expertise through joint events, content, and campaigns that demonstrate thought leadership and deliver real value to our community.



SECTOR LEADERSHIP

Establish your presence at the forefront of the UK trade association sector. Whether through sustainability, innovation, or professional development, align your brand with key sectoral priorities and gain recognition as a leader in your field.

How we work with partners

We offer multiple, meaningful ways to engage with the UK's trade association community:



AMPLIFY YOUR BRAND

Raise your profile across our trusted digital channels and events programme. From newsletters to social media and website features, we help you reach senior decision-makers in a targeted, credible way.



COLLABORATE ON EVENTS

We run regular events with partners for TAF members and the broader association sector, and host a number of set-piece events such as our annual Awards and conference.



CO-CREATE CONTENT

Work with us to produce best practice guides, thought leadership articles, and practical toolkits that support our members and highlight your sector expertise.



DELIVER MEMBER BENEFITS

Offer exclusive services or discounts that add real value for our members, and theirs. Your offer can be extended across nearly 200,000 businesses via association networks.



SUPPORT PROFESSIONAL COMMUNITIES

Sponsor and engage with Special Interest Groups aligned with your area of expertise – whether membership, comms, policy or diversity – and build credibility among relevant professionals.

Our Headline Events

Our headline events are highlights of the annual association calendar and attract hundreds of people from across the sector. For both of our headline events we work with a select number of partners to sponsor the events in return for brand promotion and speaking opportunities. Find out more:

TRADE ASSOCIATION AWARDS - FEBRUARY

The awards are one of the highlights of the calendar and an opportunity to recognise the incredible work that goes on in the UK association sector.

Find out more here - https://tafawards.org

BEST PRACTICE EXCHANGE CONFERENCE - SEPTEMBER

Our annual conference is a chance for associations to come together and learn from each other, alongside expert speakers and suppliers to the sector.

Find out more here - https://tafbpex.org

TAF AWARDS
FEBRUARY 2026



BEST PRACTICE EXCHANGE
SEPTEMBER 2025



Women in Trade Associations

Trade Association Forum

Our annual celebration of inspirational women in the trade association sector draws huge social media impact and a reception attended by over 100 people in 2025.

The Powerlist is produced in partnership with the CBI and FSB, and we look a select few partners to help support the initiative and support the costs for running the programme and the reception.

By supporting the Powerlist, partners can benefit from promotion across several months during the nomination process and align their brand with diversity in the sector.

Sponsorship options start from £5k -
Get in touch to find out more about supporting the 2026 Powerlist.



One-off Events

We run a regular programme of in-person and online events and can offer a platform for partners who are looking to engage with a trade association audience. All of our events are content-led and focused on helping TAF members be more effective or address challenges that they are facing.

WEBINAR

We run regular webinars for members and work with partners to help deliver informative sessions. We standardly expect between 30 - 50 people to attend our webinars giving you a great opportunity to get your brand and experts in front of our audience.

ROUNDTABLES & IN PERSON EVENTS

In-person events are a key part of our offer, offering better networking and relationship building opportunities. We have run regular 'Leaders Lunches' bringing together senior figures from across the trade association community.

TAF
Trade Association Forum







The Guide & Index

Developed over three years with businesses and business representatives

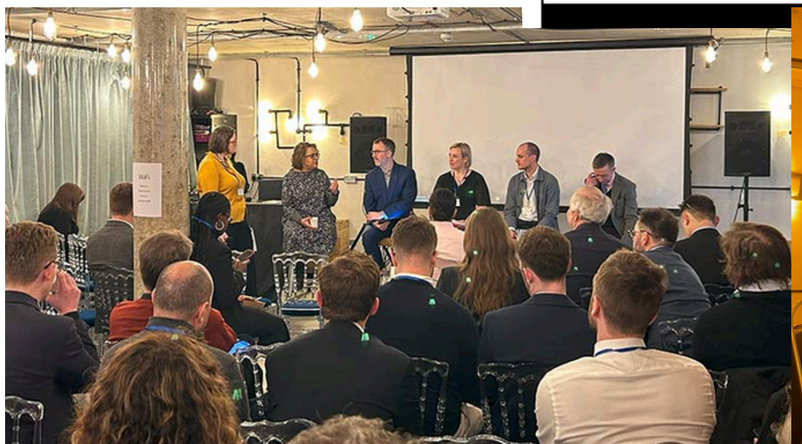
Summarises opportunities for business to engage with education and skills partners

educationlandscape.org.uk



We help ambitious clients get more from digital







Special Interest Groups

As part of our strategy to offer more to members at all levels, we are launching special interest groups (SIGs) for some of the common professional roles in associations, such as marketing, communications and member engagement.

TAF SIGs are member-led and create platforms for professionals in associations to come together around their functional role, build their networks and share best practice.

For each SIG, we are looking for a corporate partner to help fund the work of the programme and in return we can offer a range of commercial opportunities for you to tap into your target audience.



SIGs we have developed:

- Public Affairs and Comms
- Marcomms
- Women in Trade Associations
- Membership Engagement
- Young Professionals Network

We are also looking at the possibility of launching further SIGs around other key areas of association activity such as events.

Get in touch to find out more.

TAF Approved Supplier Directory

The TAF Supplier Directory is the authoritative list of suppliers to UK trade associations, a trusted source for TAF members and anyone from the UK trade association sector to find businesses to work with and where we direct member queries when they are looking for support.



The directory offers:

- Searchable, filterable directory of suppliers
- Company logo, description and contact details
- Upload videos, PDFs and more
- Social promotion upon joining and at anniversary
- SEO benefits from a link back to your website

£350 (ex VAT) p/a or £500 (ex VAT) for 24 months

TAF Partnership List Prices

Item	Deliverables	Cost (ex VAT)	Timing
Supplier Directory	Listing on our approved supplier directory and social promotion via TAF channels	£350 for 12 months	Year round
Webinar/Event	Bespoke webinar/event delivered for TAF members and promoted by TAF	From £1,000	Year round
Special Interest Group Sponsorship	Sole sponsorship of one of our SIGs, invitation to attend 4x meetings per annum and recognition as group sponsor	From £2,500	Annual Programme
Women in Trade Associations	Sole sponsorship of WiTA initiative, branding on all comms and speaking slot at annual reception	£5,000	March
UK Trade Association Awards	Range of options for sponsorship of TAF's annual awards event, including attendance and presentation of an an award on the night and significant branding opportunities	From £1,750 - £15,000	February
TAF Annual Conference	Range of options for sponsorship of TAF's annual conference, including exhibition stands, the opportunity to run sessions and significant branding opportunities	From £3,000 - £15,000	September
Annual Parliamentary Reception	Sole sponsorship of our prestige annual parliamentary reception, including speaking slot on the night	£10,000	January
Annual Partnership	We also have a range of annual partnerships available comprising a selection of activity across the year	POA	Annual Programme

TAF Annual Packages

If you are thinking of engaging across a number of TAF deliverables across the year, then we offer annual packages which lock in savings for you on list pricing and also spread costs across the year in quarterly payments.

Platinum

- Supplier Directory Listing
- 2x webinars/events
- WiTA Sponsorship
- Headline Sponsorship at Awards
- Headline Sponsorship at Conference
- Parliamentary Reception Sponsor

£28,000

40% discount on list prices!

Gold

- Supplier Directory Listing
- 2x webinars/events
- Gold Sponsorship at Awards
- Gold Sponsorship at Conference

£12,775

30% discount on list prices!

Silver

- Supplier Directory Listing
- 1x webinar
- Drinks Sponsorship at Awards
- Silver Sponsorship at Conference

£8,500

25% discount on list prices!

Bronze

- Supplier Directory Listing
- 1x webinars
- Category Sponsorship at Awards
- Exhibition Stand at Conference

£4,800

20% discount on list prices!

N.B. Packages are not limited to these, if you would like a custom package, please get in touch

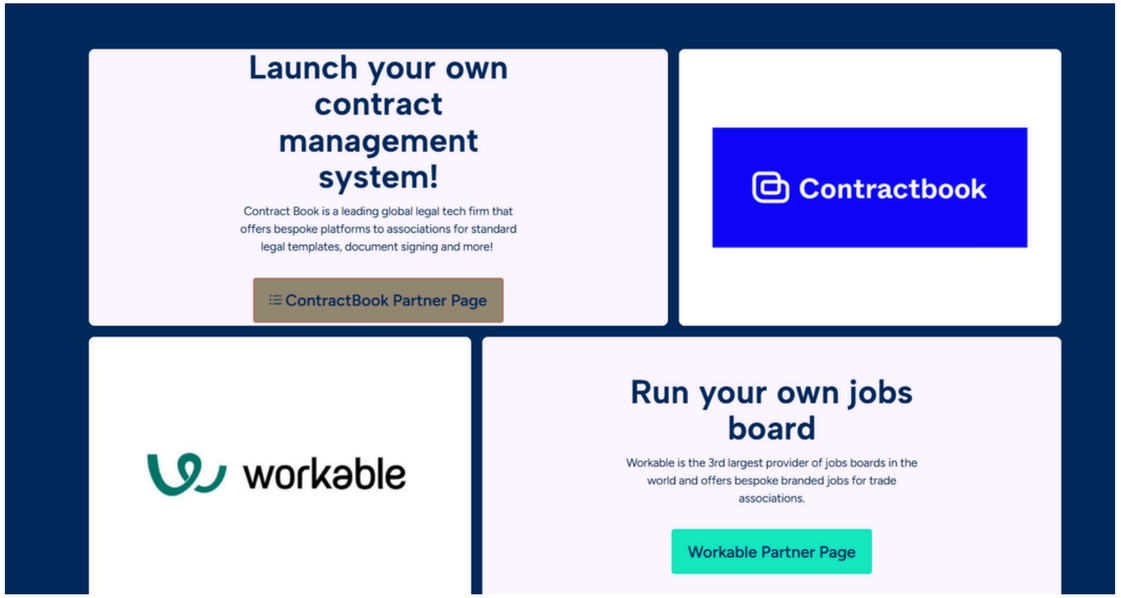
Offering Member Benefits

Trade Association Forum

A select group of partners we work with also offer their services to TAF members as part of our member benefit package. For each benefit, we also ask that our partner is open to extending the offer into TAF's members' own member benefits package, helping TAF members deliver more for their members and opening up a much larger market for you.

Each offer is unique, but examples include:

- Money off computers from a leading computer brand
- Free legal advice from our legal partner
- Discounted packages for commonly procured services
- Fixed fees on recruitment
- Free consultations on comms and marketing
- Referral revenue models



If you think you have an offer that could be part of TAF's member benefits package, get in touch.

TAF

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