

TRAILS Con 2026 Sponsorship Opportunities

The Institute for Trustworthy AI in Law & Society (TRAILS) examines what trust in AI looks like in real-world settings, how to design technical solutions that earn it, and which policy frameworks sustain it.

TRAILS Con convenes leaders shaping how AI systems are evaluated, governed, and trusted in practice. Sponsorship offers organizations direct access to this interdisciplinary community and a platform to engage in emerging conversations around AI evaluation, risk, and governance.

TRAILS Con 2026: Evaluating AI will explore real-world approaches to evaluating AI performance, risk, and impact. This event offers organizations a roadmap for responsible AI design, metrics, and governance. TRAILS Con will be attended by 300+ practitioners and researchers from industry, think tanks, federal agencies, and academic research institutions.

Why Companies Partner with TRAILS

- Collaborate with interdisciplinary research teams bringing technical and human-centered expertise to trustworthy AI
- Strengthen the safety, resilience, and performance of AI systems without slowing R&D velocity
- Access to tools and frameworks for AI risk assessment, evaluation metrics, and governance design
- Help shape national conversations on AI governance and contribute to emerging industry, state, and federal standards.

*Sponsorship is typically offered to TRAILS Affiliates and research partners. Organizations interested in partnering with TRAILS are encouraged to contact **Mallory Smith** to explore alignment and next steps.*

Ready to join the TRAILS Community?
Visit trails.umd.edu or contact
mallory.smith@gwu.edu to learn more



Trustworthy AI (Silver) \$5,000	Innovation (Gold) \$15,000	Presenting (Platinum) \$40,000
<ul style="list-style-type: none"> • Recognition as TRAILS Con sponsor on website • Logo placement on select event materials (e.g., on-site signage and agenda) • Booth space in the TRAILS Con exhibit area • Verbal recognition during a keynote session • Two complimentary registrations • One LinkedIn post recognizing the organization's support <p><i>Best for organizations seeking visibility and entry into TRAILS community</i></p>	<ul style="list-style-type: none"> • Logo placement on most event collateral, including signage • Verbal recognition on keynote stage and opportunity to make brief remarks • Three complimentary registrations • Priority engagement opportunities with TRAILS leadership and invited speakers • Two LinkedIn posts (including one with photo) highlighting support • Booth space in the TRAILS Con exhibit area • Opportunity for exclusive sponsorship of one selected conference activity <p><i>Best for organizations seeking deeper engagement and enhanced visibility</i></p>	<ul style="list-style-type: none"> • Premier logo placement across all event materials, and with hyperlink on TRAILS and event websites • Booth space adjacent to TRAILS Con registration area • Five complimentary registrations • Opportunity to participate in a curated panel or brief plenary remarks, aligned with the conference program and TRAILS' mission • Opportunity to customize elements of sponsorship package • Three exclusive LinkedIn posts highlight the organization's support <p><i>Best for organizations seeking strategic alignment, leadership visibility, and sustained engagement with the TRAILS community</i></p>