



TRustworthy AI in Law and Society

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Sponsorship Opportunities

The Institute for Trustworthy AI in Law & Society (TRAILS) is the first organization to integrate artificial intelligence participation, technology and governance during the design, development, deployment and oversight of AI systems. We investigate what trust in AI looks like, how to create technical AI solutions that build trust, and which policy models are effective in sustaining trust. TRAILS is a partnership between George Washington University, the University of Maryland, Morgan State University, and Cornell University.

TRAILS produces multiple events throughout the year, with diverse audiences of AI policymakers, industry leaders, AI Practitioners, researchers, and more.

Our Events:

- **TRAILS Symposium** – large annual conference held at George Washington University every February with a different theme, attracts diverse audience of approximately 150-250 people.
- **TRAILS Summits** – one to three mid-size events of varying formats, focused on topic deep dives.
- **Webinars** – panels, Fireside Chats with TRAILS researchers, partners, and thought leaders.

Become a TRAILS Affiliate

All organizations must join the TRAILS community first as an Affiliate to be eligible to add on an event sponsorship. Community organizations, education/institute of learning, and government agencies may join at no cost. Corporations may join for \$25,000/year or \$40,000/two years.

TRAILS Affiliates are expected to promote TRAILS content and announcements to their respective networks, sign up for the TRAILS newsletter, and participate in related program collaboration.

Affiliate Benefits:

- *Invitation to TRAILS events (include members-only)*
- *Company name listed on website*
- *Advance notice of TRAILS events and publications (including preprints)*
- *Two tickets to TRAILS annual site visit poster session and research presentations*
- *Two tickets to annual TRAILS Symposium and private reception*
- *Two job ads annually listed for TRAILS members.*
- *Invitation to annual “State of TRAILS” address via Zoom*
- *Invitation to quarterly Affiliate Zoom call*

Silver Sponsor - \$7,500

Receives all Affiliate Benefits plus:

- Company name listed as Silver Sponsor on TRAILS and event websites
- Organization's name listed on selected event collateral, such as on-site signage, flyers, and agenda.
- Two tickets to "AI at Work" Symposium
- Booth space at TRAILS Symposium
- Social media post highlighting your organization's support (LinkedIn, X)
- One seat on TRAILS Industry Partner Advisory Group

Gold Sponsor - \$15,000

This tier sponsor has option to be exclusive sponsor of one of the following areas (one available of each): Lunch Sponsor, Networking Sponsor, Poster Session Sponsor, Swag Sponsor, Reception Sponsor. If none are available, will be listed as 'Gold Sponsor' category. **This tier is eligible for customized multi-event sponsorship packages with TRAILS approval.**

Receives all Affiliate Benefits plus:

- Exclusive sponsorship of one of selected activity at "AI at Work" Symposium or Gold Sponsor
- Logo on TRAILS and event websites
- Logo placement on most event collateral, signage, email marketing, and keynote slides.
- Verbal recognition on keynote stage
- Three tickets to "AI at Work" Symposium
- Opportunity to facilitate a roundtable or panel session.
- Booth space at TRAILS Symposium
- Opportunity to make brief remarks at lunch or reception.
- Exclusive social media post highlighting your organization's support (LinkedIn, X)
- Two seats on TRAILS Industry Partner Advisory Group
- Opportunity for exclusive sponsorships at select 2025 TRAILS events.

Presenting Sponsor - \$35,000

This is an exclusive sponsorship, only one is available for this event. **This tier is eligible for customized sponsorship benefit package at the "AI at Work" Symposium and multi-event sponsorship packages with TRAILS approval.**

Receives all Affiliate Benefits, plus:

- Logo with hyperlink on TRAILS and event websites.
- Logo all event collateral, social media graphics, signage, slide deck, email marketing.
- Verbal recognition as Presenting Sponsor
- Opportunity to join conference program as a speaker or panelist.
- Opportunity to moderate a roundtable or panel.
- Opportunity to make remarks on keynote stage
- Five tickets to "AI at Work" Symposium
- Two seats on TRAILS Industry Partner Advisory Group
- Exclusive social media post in recognition of sponsorship
- Booth space near Registration at Symposium
- Opportunity for exclusive sponsorships at select 2025 TRAILS events.