

GET ON BOARD

THE 2024 AEM MANUFACTURING EXPRESS

The Association of Equipment Manufacturers (AEM) is hitting the road in 2024! The AEM Manufacturing Express is our most ambitious advocacy initiative to date. We will partner with our member companies to tell their stories, change public perceptions about equipment manufacturing and engage with as many stakeholders as possible while making A LOT of noise during a presidential election year when much of the focus will be on the towns and communities where the 2.3 million men and women of our industry live and work.



JOIN US ON THIS HISTORIC TOUR AND HOST AN EVENT AT YOUR FACILITY NEXT SUMMER.

BEYOND THE ROUTE

The AEM Manufacturing Express is an exciting and high-impact initiative for all equipment manufacturers regardless of size, location, or whether they are a tour stop along the route.

COMING SOON! We will produce new and engaging activations for member companies to engage with the AEM Manufacturing Express at any time. There will be a suite of digital and physical materials available for all participants, which will allow your employees to stay engaged and informed throughout the tour.



ManufacturingExpress.org
will be the hub for social media challenges, educational games and exclusive giveaway opportunities!

OUR PARTNERSHIP

Each stop of the AEM Manufacturing Express will feature one of three events. Member companies will select the type of event they want to host and then work with AEM to bring it to life. The AEM Manufacturing Express is designed to provide a fun and engaging experience for employees, while also providing opportunities for member companies to customize the event to fit their employees and communities. AEM will do much of the heavy lifting and provide member companies with all the resources they need, including a toolkit with messaging and marketing materials, signage, a press kit, and much more.



CHOOSE THE EVENT THAT IS RIGHT FOR YOU

EMPLOYEE EVENTS

Employee Events are one-hour long events designed to engage and educate your employees about the issues that are important to the equipment manufacturing industry, encourage them to join the *I Make America* campaign, and provide them with an opportunity to engage with the AEM Manufacturing Express, add the company's logo to the bus, and win exciting prizes.

FRIENDS & FAMILY EVENTS

Friends & Family Events are similar to Employee Events, but with friends, family members, and employees at nearby equipment manufacturing companies and suppliers invited to join in the fun.

COMMUNITY EVENTS

Community events are bigger, community-wide events that could be held during the week or on weekends (your choice) at an equipment manufacturing facility or in a public location such as a park or fairgrounds. You could co-host community events with local groups and businesses and/or wrap them into another event such as a local festival or county fair.

YOUR ROLE:

- Event point person
- Event spokesperson/executive to open event, provide remarks, and speak to media (if applicable)
- Employee participation at event
- Chairs, tables, risers, tents, etc
- Food & drinks
- Bus parking
- Attendee parking (if needed)
- On-site volunteers
(may be required for Friends & Family and Community events)
- Entertainment
(may be required for Friends & Family and Community events)
- Community outreach/coordination
(may be required for Friends & Family and Community events)

NEXT STEPS

To confirm your interest in hosting the AEM Manufacturing Express at your facility, please contact Wade Balkonis (wbalkonis@aem.org) with the following information:

1

Name and address of the facility you would like to participate

2

Event you would like to host (Employee, Friends & Family, or Community)

3

Primary and on-site point of contact (could be the same)