PRE-EVENT SETUP (60 Minutes)

- The AEM Manufacturing Express bus pulls into the facility. (**AEM**, **CRAFT**, Pyramid)
- Tour team (Pyramid, **CRAFT**) set up stage, sound, tents, games, IMA sign up station, and signage
- **Local Member Company** hosts catering
- **Local Member Company** gathers crowd

EVENT REMARKS (10-20 Minutes)

- Welcome remarks from facility executive (**Local Member Company**) ***(5 minutes)***
- Remarks from **AEM** spokesperson ***(3 - 5 minutes)***
- Remarks from **Elected Official(s)** ***(5 – 10 minutes)***
- Closing remarks from local facility executive (**Local Member Company**) ***(3 - 5 minutes)***

EMPLOYEE ENGAGEMENT (60 Minutes)

- Tour team (Pyramid, **CRAFT**) leads member company employees to play the digital activation
- **Local Member Company** employees engage with IMA (**AEM**)
- **Local Member Company** employees play games and refreshments are served

FACILITY TOUR (30 Minutes) - in conjunction with employee engagement

- **Local Member Company** takes **AEM** and **Elected Official(s)** a tour of the facility (if applicable)

FINAL REMARKS & ACTIVITIES (10 Minutes)

- **Local Member Company** provides closing remarks to participants
- **AEM** selects a giveaway winner
- **Local Member Company** places the facility decal on the back of the bus (**AEM**)
- **Local Member Company** employees and **Elected Officials** take photo ops in front of the bus

MEDIA ENGAGEMENT (During event)

- **AEM**, **Local Member Company**, and **Elected Officials** take part in media interviews, including local “Manufacturing Heroes”

BREAKDOWN/DEPARTURE (60 Minutes)

- Tour team takes down all elements traveling with the bus (Pyramid, CRAFT)
- The AEM Manufacturing Express Bus departs the facility (AEM, CRAFT, Pyramid, Elected Officials)
- CRAFT posts content from the visit on the MX website and make it available for AEM and Local Member Companies to use on their channels