

ONLY AT THE NAM | STATE OF MANUFACTURING TOUR 2019



NATIONAL ASSOCIATION OF
Manufacturers

The background image shows a man in a dark suit and light-colored shirt speaking to a group of people. He is gesturing with his hands. In the foreground, a woman is holding a microphone towards him. Other people are visible in the background, some looking towards the speaker. The entire image has an orange tint.

NAM STATE OF MANUFACTURING TOUR

Multi-week, flagship event.

**50 million people reached in
past two years.**

**12 million social media
engagements in past two years.**

TOUR OBJECTIVES

Promote **modern manufacturing** through **in-person events** and **news coverage**

Drive attention to **job opportunities**
(#CreatorsWanted)

Elevate the stories of **manufacturing companies** and **their communities**

2017 AND 2018: 12 STATES, 15 DAYS, 60 EVENTS



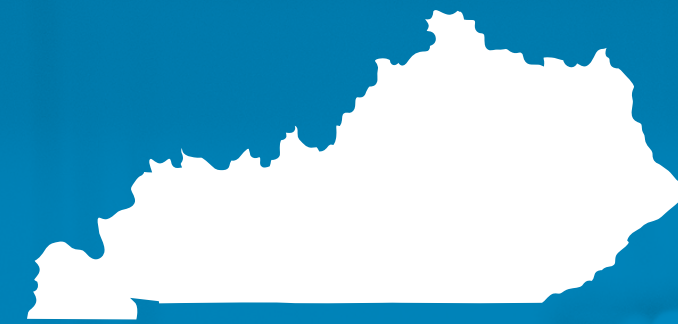
ALABAMA



CALIFORNIA



KANSAS



KENTUCKY



INDIANA



MICHIGAN



MISSOURI



NEW YORK



OHIO



PENNSYLVANIA



TEXAS



WISCONSIN



NATIONAL ASSOCIATION OF
Manufacturers

LOCALITIES' GOALS

**Build Local Manufacturing
Opportunities**

**Showcase Legislative
Accomplishments**

BUILD LOCAL MANUFACTURING OPPORTUNITIES

Enhance perception of manufacturing in your city among local parents, students, educators and media

Highlight existing talent pipeline for for current and prospective manufacturing firms

Demonstrate value of manufacturing-related educational programs and other initiatives



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SHOWCASE LEGISLATIVE ACCOMPLISHMENTS

Highlight leadership and commitment to the future of modern manufacturing

Bring media attention to local jobs created and retained by pro-manufacturing policies

Build relationships with constituent manufacturers



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COMPELLING EVENTS

Facility tours

Product demos and reveals

Employee town halls

**Facebook Live interviews
and conversations**

**Visits to universities, colleges,
technical schools, high schools,
middle schools and elementary
schools.**



PAST MANUFACTURING PARTNERS



POLICY MAKER ENGAGEMENT



HIGH-IMPACT EARNED MEDIA

Austin American-Statesman



CHICAGO **SUN**  **TIMES**

The Dallas Morning News

THE DENVER POST

Detroit Free Press
PART OF THE USA TODAY NETWORK

HOUSTON 
CHRONICLE

Los Angeles Times

The Philadelphia Inquirer

Pittsburgh Post-Gazette

THE PLAIN DEALER

Tampa Bay Times
tampabay.com

HIGH-IMPACT EARNED MEDIA

AXIOS

Bloomberg



IndustryWeek



POLITICO



THE WALL STREET JOURNAL.

RESULTS- DRIVEN DIGITAL MEDIA

177,000 viewers on Facebook Live in 2018

#MFGTour2018 organically trended in Michigan, Kentucky and Missouri in 2018

NAM-produced content **outperformed** Facebook, Twitter and LinkedIn benchmarks

HOW TO GET INVOLVED

Host the NAM State of Manufacturing Tour

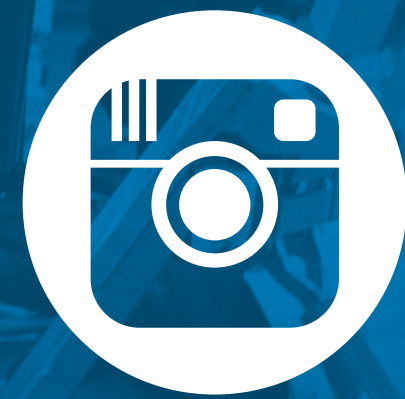
Amplify digital content on social media platforms

Issue a proclamation for Creators Wanted

**IDEAS OR
QUESTIONS?
CONTACT US**

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CONNECT WITH US



WWW.NAM.ORG



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