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ABI Gets Ready to Hit the Road for Elevate Iowa Manufacturing Tour to Celebrate Iowa Manufacturing

DES MOINES, Iowa — Following the Iowa Manufacturing Conference on Oct. 13, the Iowa Association of Business and Industry (ABI) will once again hit the road in an Iowa manufactured Winnebago RV for the Elevate Iowa Manufacturing Tour, a statewide initiative designed to showcase Iowa manufacturers.

Now in its second year, the Elevate Iowa Manufacturing Tour builds on the momentum of a successful inaugural tour in 2025. Last year's tour featured 20 stops and engaged more than 500 Iowans, including students, educators, manufacturers, and elected officials.

This year's tour will travel across Iowa from Oct. 13-24, visiting manufacturing facilities, schools, and workforce partners in communities throughout the state. Along the way, ABI will spotlight innovative manufacturers, share career opportunities in the industry, and foster conversations about the future of Iowa's workforce. The 2026 Coolest Thing Made in Iowa winner will also be featured along the route. The tour will conclude Oct. 24 in Des Moines at America's Harvest Festival.

Manufacturing remains one of Iowa's largest and most important industries, employing 216,000 Iowans and contributing more than \$40 billion dollars annually to the state's economy. The Elevate Iowa Manufacturing Tour provides a unique opportunity to showcase the companies creating products used around the world while highlighting the rewarding careers available right here in Iowa.

"The response to last year's tour exceeded our expectations," said Nicole Crain, president of ABI. "We heard firsthand from manufacturers, students, educators and community leaders about the value of connecting people with the incredible opportunities available in Iowa manufacturing. We're excited to build on that success and continue telling the stories of the companies and people who make Iowa manufacturing strong."

Throughout the tour, ABI will engage with manufacturers and community leaders to discuss workforce development, innovation and the challenges and opportunities facing the industry. Local and statewide elected officials will also be invited to participate and learn more about the role manufacturing plays in Iowa's economy and communities.

The Elevate Iowa Manufacturing Tour is made possible through the support of sponsors and partners committed to strengthening Iowa's workforce and promoting careers in manufacturing. For more information about the tour and initiative, visit ElevateIowa.com.

Media are encouraged to attend tour stops for interview opportunities, photos and video coverage at select locations. To learn more, contact Katie Harryman.

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The Iowa Association of Business and Industry has been the voice of Iowa business since 1903. Its mission is to provide a strong, unified voice to business and industry on issues affecting Iowa employers. ABI comprises member companies representing all industries and sizes in Iowa's 99 counties. ABI members employ more than 330,000 Iowans.