



There is an alternative!

Prospectus 2024

8-10 August 2024



Index

Foreword	3
The KragDag Theme	4
Character & Focus	5
A Powerful Expo	6
Agricultural Sub-expo	7
EduXplore	8
Exhibitor Feedback	9
Sponsorships	10
Exhibitors	11
Visitors Profile	12
Marketing & Media	13
Where?	14
Terrain Layout	15
Flashback	16



Foreword



**36 000
Visitors**

With the slogan 'Do your own thing!' KragDag creates a platform of inspiration and information with two annual self-reliance expos, near Pretoria and in Malmesbury.

In 2023, 596 businesses exhibited at KragDag Sentraal, with 36 000 people participating. KragDag Wes-Kaap was presented for the first time in 2023 with 103 exhibitors and 5 000 expo attendees.



**600
Exhibitors**

This growing interest can be attributed to the practical, workable solutions shared during the expos, as well as relevant and information-rich discussions in the Kopskuif Ateljee and the family-friendly atmosphere and festive character.

Sakeliga, an organization dedicated to creating an economic environment in which businesses and the free market can thrive, is the main sponsor of the KragDag expos.



**1000
Stands**

Following the initial success of KragDag, various stakeholders in the agricultural industry have become involved, and since 2019, a full-fledged Agricultural Expo has been part of the KragDag expos.

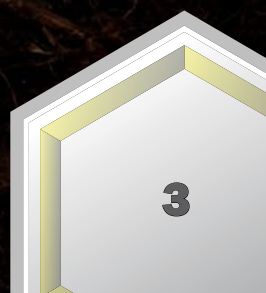


**100 000
Community
Members**

In 2024, visitors can look forward to, among other things, a new section featuring adventure activities, hunting and fishing.

Save the dates:

- Sakeliga KragDag Wes-Kaap
21-23 March 2024
Môreson Farm, Malmesbury
- Sakeliga KragDag Sentraal
8-10 August 2024
Diamantvallei Landgoed, Pretoria





The KragDag theme

THERE IS AN ALTERNATIVE **TAKE RESPONSIBILITY & SET THE EXAMPLE**

Against the backdrop of the South African election in 2024, where every political party makes promises about what they will do for you (or others) with your hard-earned money (taxes), KragDag's 2024 theme "There is an alternative" emphasizes the need for an independent lifestyle, self-reliance and individual responsibility in response to growing social and economic decay.

With increasing Eskom loadshedding, security problems, looming water crises, impassable roads and underperforming state schools, citizens cannot afford to simply complain about the current state of affairs but need to find alternative solutions to the status quo themselves.

Rather than being reactive to government intervention, the theme encourages us to rethink how our lives, circumstances, and communities should truly look and to take responsibility for them ourselves. It calls for us to creatively develop and implement vocational, self-reliant solutions using the resources given to us by the Creator. It aims to inspire people to participate in creating a sustainable future with a philosophy of freedom and self-determination... something only possible within the parameters of God's natural, social and spiritual laws.

The KragDag expos encompass a wide variety of facets, including energy, technology, entrepreneurship, food production, health, education and many more. A few practical applications of the 2024 theme include:

- Supplying your own power as an alternative to being subject to load shedding.
- Harnessing and collecting your own water as an alternative to contaminated water and water interruptions.
- Private and preventive healthcare as an alternative to state hospitals and prescription dependency.
- Private and home education as an alternative to state schools.
- Individual and community infrastructure maintenance as an alternative to potholes and other state neglect.
- Personal security systems and community security as an alternative to police ineffectiveness and crime.

Character



The Sakeliga KragDag expo offers exhibitors a lucrative business opportunity in a carnival-like atmosphere for visitors.

The strong business focus is complemented by festive activities such as a wide variety of food and treats, a tea garden, beer garden, horse rides, helicopter rides, creative and educational exhibitions, competitions and an Arts and Crafts Market.

For KragDag, entrepreneurship is close to the heart, and therefore, the Expo also provides for junior entrepreneurs. The same goes for the role of the family in education.



Focus

With the slogan "***Do your own thing!***" KragDag focuses on self-care and mutual support solutions for households, urban and rural residents, and small to medium-sized enterprises.

In this regard, KragDag provides the platform through which product launches and informative information about alternative lifestyle solutions are made available.

In contrast to several other expos, the emphasis is on business-to-end-user exposure. Nevertheless, it provides ample space for business-to-business networking opportunities.



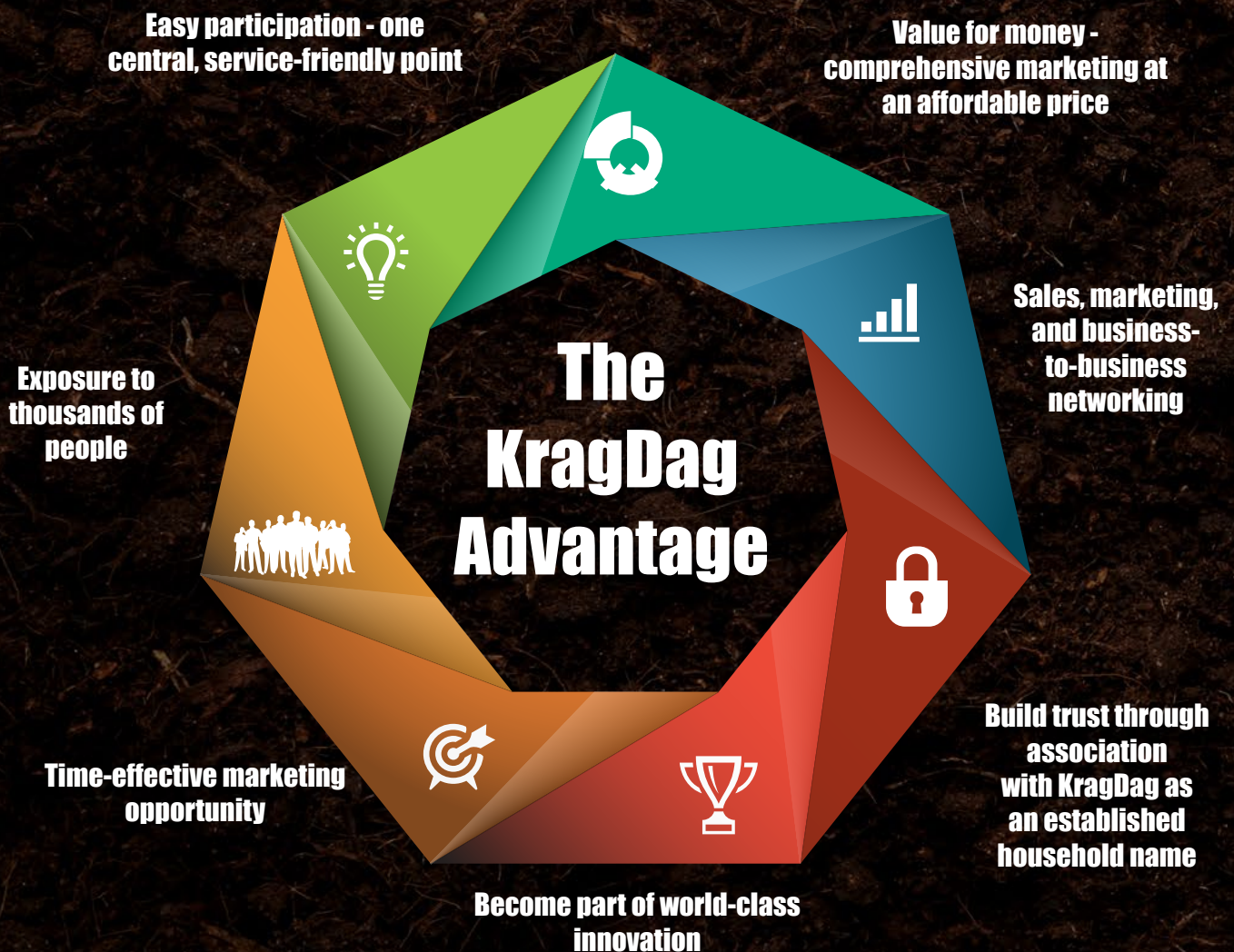


A powerful expo

The Sakeliga KragDag expos express the need to empower people to live in greater freedom.

To make this possible, it is crucial that this target market is equipped with knowledge and connected with appropriate solutions. In this regard, KragDag plays a valuable role and serves as the pivot point where suppliers and clients can meet. KragDag also creates a platform for like-minded individuals and businesses to network and stimulate the market.

The increasing number of participants and inspiring feedback from both exhibitors and visitors speak for themselves about the growing need for this topic and opportunity.



Agri sub-expo



**Sustainable, intensive, precise,
technologically innovative, smart!**

Exhibitions and Categories

- **Livestock Breeders.**
- **Competitions.**
- **Various renowned speakers.**
- **Large, small and poultry farming.**
- **Crop farming.**
- **Aquaculture.**
- **Vegetable cultivation.**



With limited natural resources and the goal of managing available agricultural land more productively and sustainably, agriculture is increasingly diversifying towards intensive farming practices.

In collaboration with TLU SA, the expo aims to empower both small-scale and commercial farmers to use resources more efficiently, improve farm management, optimize inputs economically and thereby ensure sustainability and higher agricultural profits. "To measure is to know" - Lord Kelvin. With this motto, we focus on theme exhibitors and speakers who promote precision, intensive and technological farming, sustainability and conservation farming.

To accommodate exhibitors with larger equipment, there are also Large-Scale Packages available in sizes of 12 x 12 meters. These spaces can be combined to create even larger areas.

For exhibitors, it is also a golden opportunity to introduce products and services to farmers in the Gauteng area, as there are no other agricultural expos with this focus in the region.





EduXplore

Education - not to fill a bucket, but to light a fire!



Exhibitions and Categories

- **Curriculums.**
- **Teaching aids.**
- **Supporting materials.**
- **Tertiary institutions.**
- **Private schools.**
- **Extracurricular activities.**
- **Bridge years, etc.**

Included in the traditional grounds of Sakeliga KragDag, an area is designated for the EduXplore Sub-Expo. For years, the predecessor expos of the EduXplore expo have focused on alternative education possibilities, primarily centered on homeschooling and later expanded to cottage and private schools.

South Africa currently ranks as one of the countries in the world with the highest number of homeschooled children. Initially, this growth was a response to the weakening state education system, but homeschooling families quickly discovered its value. It opened up a lifestyle of independence and freedom for them.

The target market of EduXplore primarily consists of homeschooling and private school families who value lifelong learning and an adventurous life journey. These individuals don't see work solely as a means to earn money but as a calling that offers personal fulfillment.

The learning process doesn't limit itself to the child but extends to the entire family. Learning is an ongoing process and an integral part of life. EduXplore exhibitors provide tools to prepare families for a future in a constantly changing world.

Exhibitor Feedback



We have been in operation for over 20 years, and NO other marketing opportunity delivers the returns that KRAGDAG does.

One of the best-organized expos with more than enough diverse people to market any product to: children, women, men, farmers, corporate professionals, and the elderly.

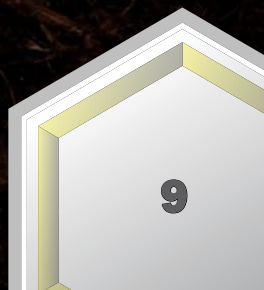
It's a fantastic, positive environment with people, businesses, services and interest groups all thinking and operating in the same general direction. The positivity is worth its weight in gold. The networking is fantastic. It's a great combination of business and family fun.

Absolutely worth it. The organization and communication with exhibitors before and during the expo were also excellent.

It was excellent and very enjoyable; we received a lot of business, and I suggest you book your stall while there is still availability.

Relaxed, social and friendly atmosphere in AFRIKAANS.

A great experience of people making plans and contributing to the country's economy.





Sponsorships

Several sponsorship opportunities for enhanced marketing value!



Sponsorship Benefits

All sponsors receive the following benefits, as well as those specifically arranged with each sponsor:

- Rotating website advertisement on the KragDag website.
- Logo on sponsors page on the KragDag website.
- Logo on expo advertising newsletters.
- Logo on the sponsors page in the printed expo program.
- Full-page advertisement in the printed expo program.
- Sharkfin banners at the entrance path.



Exhibitors



Exhibition spaces are available in units of 4x4m.
Large-scale packages are 12x12m.



R 3 588

For budget-conscious exhibitors!

R 9 982

Excellent value exhibition package!
VALUE: R 12 470

R 23 920

A full-house exhibition with comprehensive marketing!
VALUE: R 41 890

Indoor and Large-scale options are also available with each package.

Included with all Theme, Agriculture and Education exhibition packages is the placement of your company's details in the printed expo program, as well as on the KragDag website for a year.

Additional extras and marketing opportunities are also available.
Visit the KragDag website for more information.

**BOOK
HERE**

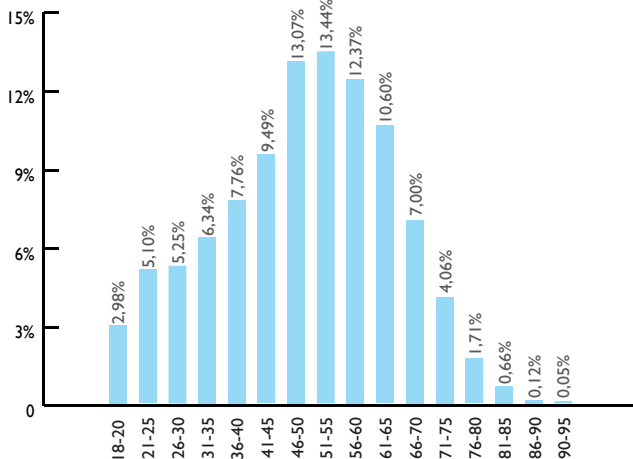




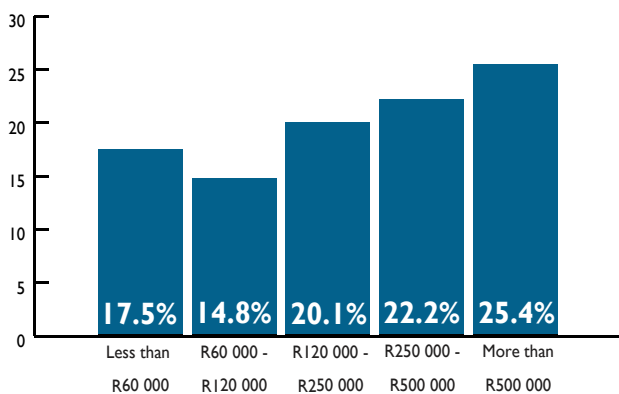
Visitors Profile

"KragDag offers something for everyone, from young to old, whether it's a serious quest for solutions or simply to enjoy the atmosphere."

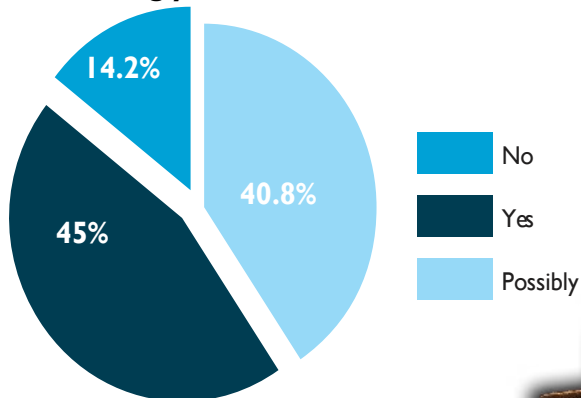
Age Groups



Yearly Income



Planning to invest in alternative energy over the coming year



- Mainly Afrikaans-speaking.
- Vibrant and serious interest in self-reliance products and solutions.
- Individuals and families.
- Representation from all age groups.
- Salary earners as well as business owners and entrepreneurs.
- Decision makers and influencers.
- Among those actively in the labor market, the distribution is as follows:
 - Government or semi-government entity: 10%
 - Private sector: 53%
 - Own business: 36%
- Education that visitors' school-aged children receive:
 - Public school: 69%
 - Private school: 14%
 - Homeschool: 17%
- Among other reasons, here for:
 - To network with fellow buyers.
 - To assess progress, improvement and advancements in new technology.
 - To determine costs.
 - To make comparisons of products and solutions.
 - To purchase relevant products.
- 36% have already invested in alternative energy or energy-saving solutions, with 11.3% already independent of Eskom power.
- 45% of the visitors indicated that they plan to invest in alternative energy in the coming year and an additional 40.8% are considering it.



Marketing & Media



A wide variety of marketing channels are utilized to provide the best value for exhibitors.

- **Electronic newsletters** - Newsletter campaigns to KragDag's database of approximately 100 000 people.
- **Printed advertisements** - In various publications, newspapers, billboards, etc.
- **Website** - KragDag has a vibrant, informative website where the expo is promoted.
- **Partnerships** - Collaboration with a network of strategic key organizations.
- **Press releases** - Collaboration with media to provide coverage of the event.
- **Radio** – Onderhoude en advertensies op verskeie streeksradiostasies bv. Pretoria FM, Kragbron, Groot FM, LekkerFM, Oos-Rand Stereo ens.
- **Television** - The Groot Ontbyt on Kyknet and E-TV news.
- **You** - We keep prospective exhibitors and sponsors informed of our latest plans and would like to work with you to your company's advantage.
- **Social media** - LinkedIn, Twitter, Instagram and Facebook, as well as word of mouth.

Advertising opportunities for our exhibitors!

KragDag also offers the following additional marketing and advertising opportunities for exhibitors:

- Articles in KragDag's electronic **newsletter**.
- Online advertising on KragDag's **website**.
- **Advertisements** in the printed expo program.
- **Contact details** on the KragDag website for one year.

In addition to the aforementioned opportunities, KragDag negotiates discounts with various media outlets for its exhibitors, such as:

- Discounted costs for Pretoria FM interviews.
- Discounts with Maroela Media for promotional articles.

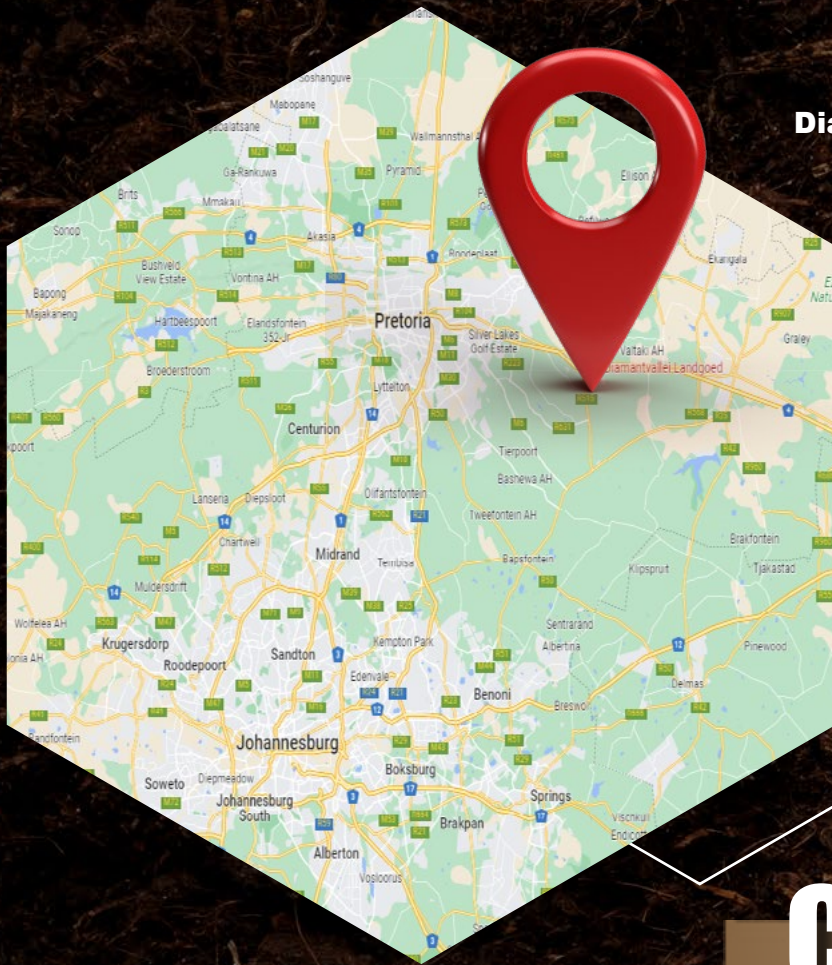


MEDIA:

Press and publication institutions can take advantage of our offer for a free exhibition space at Sakeliga KragDag in exchange for coverage of the event (including a helicopter ride for aerial footage of the expo).



Where?



**Diamantvallei Landgoed
Rayton**

Camping

We invite exhibitors to consider staying at the Diamantvallei Campground during the expo.

Not only does this eliminate the cost and hassle of daily commuting, but it also provides an opportunity to be more fully immersed in the festive camaraderie atmosphere.

Various options are available to ensure a delightful camping experience for every budget:

- Furnished tent with electricity
- Camping pitch with electricity only
- Camping pitch without electricity

**BOOK
HERE**



40m





Flashback

Click on the image to watch the video:

KragDag 2022



KragDag 2019



KragDag 2018



KragDag 2017



KragDag 2016



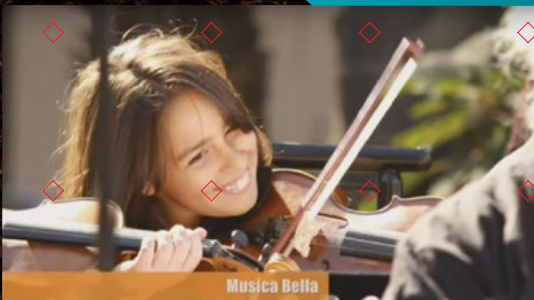
KragDag 2015



KragDag 2014



KragDag 2013



KragDag 2012



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