



SAKELIGA



KragDag

doen jou eie ding

2020

Expo Prospectus

3-5 December 2020



2019 Statistics



**21 400
Visitors**



**445
Exhibitors**



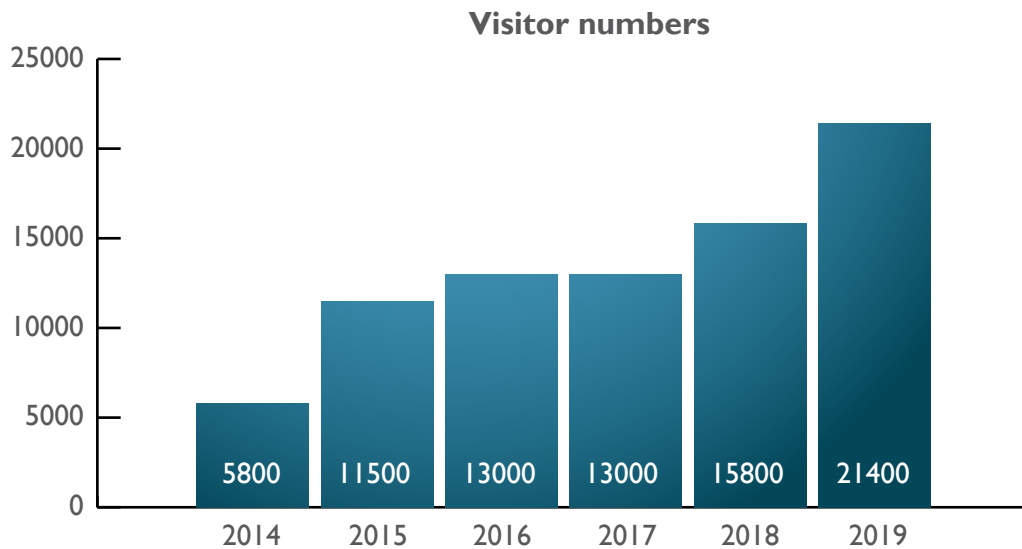
**842
Stands**



**100 000
Community Members**

Foreword

The **Sakeliga KragDag** Expo is the largest renewable energy expo in South Africa. With its unique character it is also the largest Afrikaans event of its kind in the world. In addition, the event makes it possible for the whole family to participate.



Emphasis is placed on sustainability, effective design for the frugal use of energy and water, the utilization of alternative energy, pioneering technology, a maker attitude, security, health, food production, education and entrepreneurship.

In its scope, content and experience, the **Sakeliga KragDag** expo is one of a kind. This is the place where expertise and innovation is showcased and where solutions are discovered and are taught.

If your company offers world-class or practical solutions, you need to be here! This is an ideal opportunity to generate new leads and business. **KragDag** provides a whole year unrivalled and cost-effective marketing opportunity that reaches a peak at the annual expo.

Browse this document to see what **KragDag** can offer your company. We hope that you will be just as excited as we are about the **Sakeliga KragDag** expo.

The **KragDag** team

The KragDag theme

Considering the pandemic this year, our theme for **Sakeliga KragDag 2020**:

*Immune against Lockdown and Other Virusses
....and Enjoying it!*

As a result of the enforcing of lockdown due to Covid-19, it became clear that it is essential to be self-sufficient. Therefore **KragDag**, an expo that promotes a self-reliant lifestyle, is one of the most relevant expos of 2020and should not be missed!

The **KragDag** team realises that this year is a challenging time for most of us, perhaps even more so for businesses, their owners and staff. Thus, we do not only endeavour to spoil the visitors with an enriching experience, but also to motivate them to put in place solutions towards a self-reliant lifestyle, as offered by **KragDag** exhibitors.

In difficult times, one of the most important measures a venture should take, is not to save on marketing, but rather to amplify the effort. The **KragDag** expo is not only an ideal platform and one of the best value for money events to this effect, but we also want to help our exhibitors, as far as we are able to, to not only survive, but to flourish despite the circumstances!

A Camping Site

Given the summery weather in December, we invite our exhibitors to make use of the KragDag Bush Camping Site during the expo.

Not only does it eliminate the cost and trouble to shuttle every day, it also gives better opportunity to be part of the friendly get-together atmosphere, this year more than ever before.

Several options are available on the website, from only stands to a fully kitted family unit.



Character

The **Sakeliga KragDag** expo provides a profitable business opportunity for the exhibitor, while the visitor enjoys the carnival atmosphere of the day.

Whilst there is strong emphasis on the promotion of the exhibitors' business during the expo, it is complimented by numerous festive activities such as a large variety of food and treats, a tea garden, beer garden, horse rides, helicopter flips, musical performances, creative and educational exhibitions, competitions, a flea market, an activity arena, seminars, demonstrations and briefings.

KragDag has a passion for entrepreneurship and therefore the expo also provides opportunity for junior entrepreneurs. The same applies to the role of the family in education. The Makers Movement area at the Expo also offers a special space for creative displays and designs or patents that are not commercially available yet.

Starting from 2019 the expo also included an agricultural sub-expo, directed towards the focused small-scale farmer.



Focus

With the motto *"Do your own thing!"* **KragDag** focuses on solutions for self- and mutual care for the common household, small holdings or farm residents and small to medium size businesses. Renewable energy and related issues play a central role, but other aspects of a life of self-preservation and independence are also provided for.

The **KragDag** theme cover various spheres of live such as Energy, Education, Security, Technology, Water, Food production, Health and Entrepreneurship. In this regard **KragDag** provides the unique podium where products are showcased and launched and educational information about alternative lifestyle solutions are made available.

Unlike several other exhibitions our emphasis is on the exposure of business-to-end-user. Nevertheless it also offers ample room for business-to-business networking opportunities.

A powerful expo

The Sakeliga KragDag expo provides in the needs of people to be empowered to live a life of freedom.

Unreliable service and rising energy and fuel prices on the one hand, and new technological development on the other hand, activates the public to take responsibility for themselves in their quest for sustainable solutions.

To empower people from this target market, it is necessary that they are equipped with knowledge and brought into contact with appropriate solutions. In achieving this, **KragDag** plays an important role and it is the hub where provider and client can meet one another to stimulate this market.

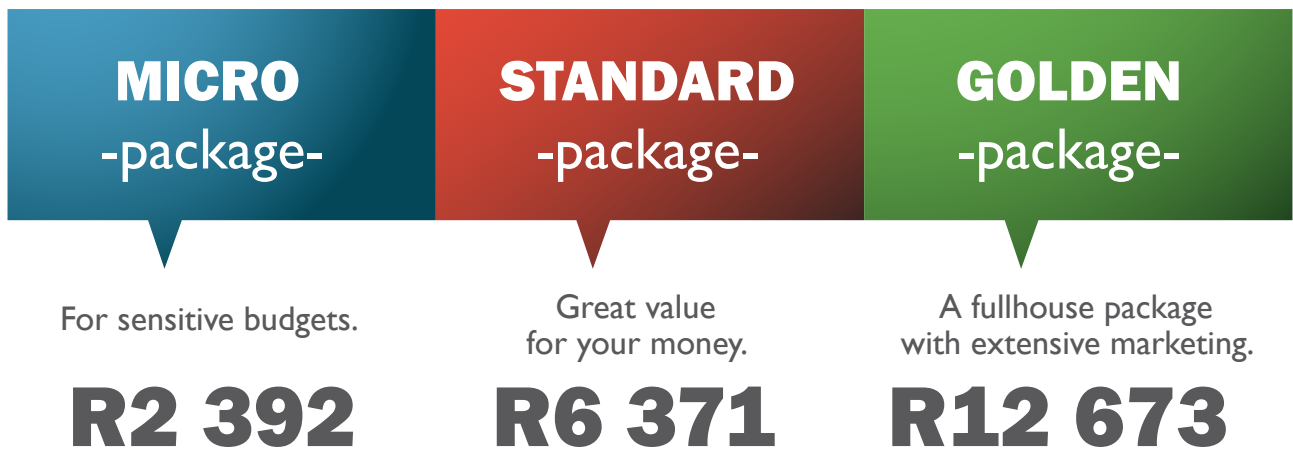
The increasing number of participants and inspiring feedback from both exhibitors and visitors speak for itself regarding the growing need for solutions and opportunities in this field.



Exhibitors



Exhibit space is available in units of 4m x 4m.
Educational and Experimental Makers units will be per table.



Included with all theme exhibit packages, is the listing of your company's details in the printed KragDag expo program, as well as on the KragDag website for one year.

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



Agriculture sub-expo

Sustainable, intensive, precise,
technologically innovative, clever!

With limited natural resources and the pursuit to manage available farmland more productively and sustainably, agriculture has diversified more and more towards intensive farming practices.

In collaboration with TLU SA, the expo aims to equip small-scale farmers as well as commercial farmers to use resources more effectively, to improve farm management, to apply inputs more economically and so guarantee sustainability and higher farming 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.

For exhibitors this expo is also an ample opportunity, as **KragDag** is the only expo of its kind in Gauteng.



Exhibits and Categories

Breed Exhibitions.
Competitions.
Various known speakers.
Livestock and Poultry.
Agronomy.
Aquaculture.
Vegetable Cultivation.



Educational sub-expo

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

The Education sub-expo at **Sakeliga KragDag** focusses on alternatives to the failing and indoctrinating state education system and tertiary educational programmes.

One of the most drastic and likely more permanent changes that has been brought on by the lockdown reaction to Covid-19, is the inevitable shift to home schooling or at least a paradigm shift regarding education and training, away from the traditional train of thought. A whole spectrum of opportunities now emerges for ventures that are geared and ready to alert the public to their services in this regard.

Sakeliga KragDag visitors generally realize that the independence of the next generation begins with the right equipment of today's children, and 30% of the families with children of a school-going age already use private or home education to make their children future-proof and excited about the future.



Exhibits and Categories

Curriculums.
Learning Aids.
Supporting Educational Material.
Tertiary Institutions.



SA HOMESCHOOLERS

Exhibitor reviews

Thank you for everything you have done for us, from the mornings where your personnel were very friendly. Once again it was an amazing experience to be part of this growing expo, where other expos in the country are starting to fail.

One of the well organised expos left with enough diverse visitors to market almost any product: children, woman, men, farmers, business people and old people.

A first world experience with no theft, no littering and no traffic, where real business networks can be built.'

Fantastic marketing, support and help with the application process. Attendance and general vibe was really nice. Deffinatly worth your while.

Excellent event for networking contacts.

Relaxing, sociable and friendly atmosphere in Afrikaans.

A good experience with people who make plans for a better economy in the country.



Sponsor Opportunities

Several sponsorship opportunities to give your company more marketing value.

Prominence Sponsor

One company with prominent visibility over the three days of the expo.

Program Sponsor

Prominent exposure in the printed expo program and recognition of sponsorship plus many other benefits.

Expo Item Sponsor

Several promotional opportunities, such as Expo programs, visitors welcome bags, **KragDag** billboards, jackets, caps, pens or key rings.

Raadsaal Sponsor

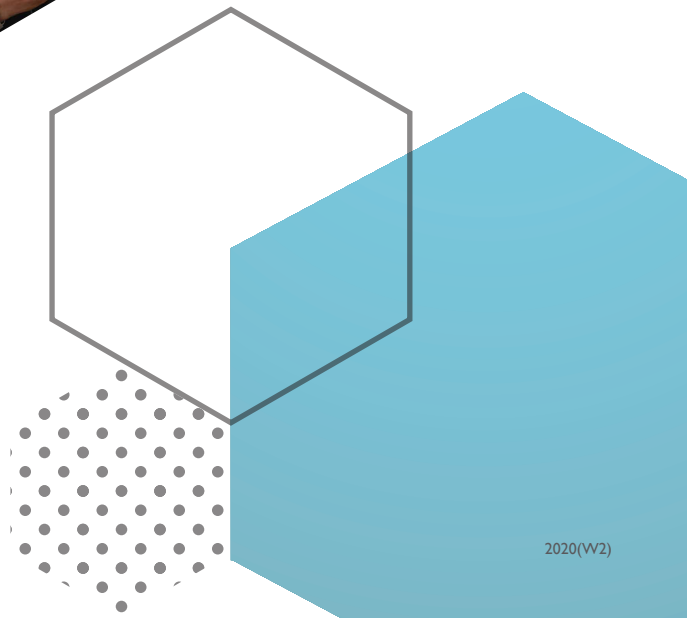
Banners at Raadsaal (speakers and presentations) eg. Next to speakers podium, as well as exposure and recognition at Expo.

Prize Sponsor

For Junior Entrepreneurs and **KragDag** marketing video competition.

Competition Prizes

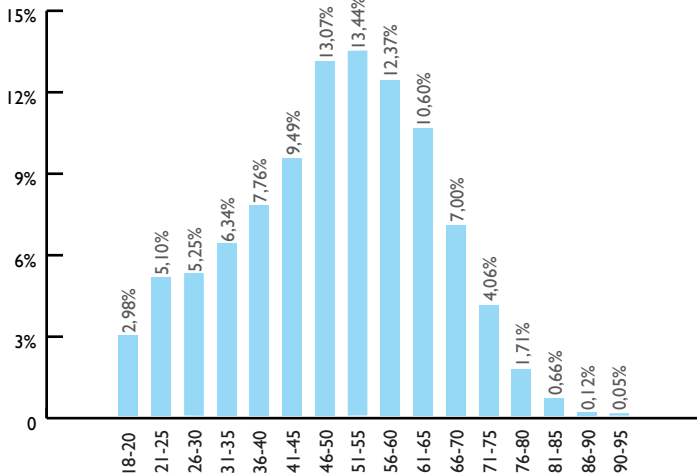
KragDag will use these prizes in social media, **KragDag** newsletters and on the website and can therefore provide great marketing for companies.



Visitors profile

“KragDag offers something for everyone, from young to old, whether it is a serious search for solutions, or just to enjoy the atmosphere”

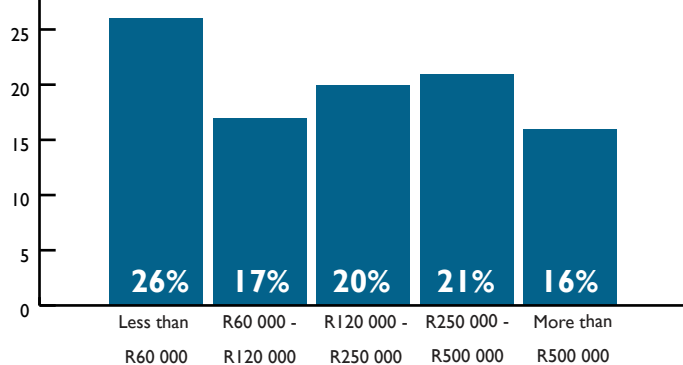
Age Groups



- Mainly Afrikaans speaking.
- Has a vigilant and serious interest in the theme products and solutions at the Expo.
- Individuals and families.
- Good representation from all age groups.
- Salaried as well as business owners and entrepreneurs.
- Decision makers and influencers.
- Of those who are active in the labor market, the distribution is as follows:

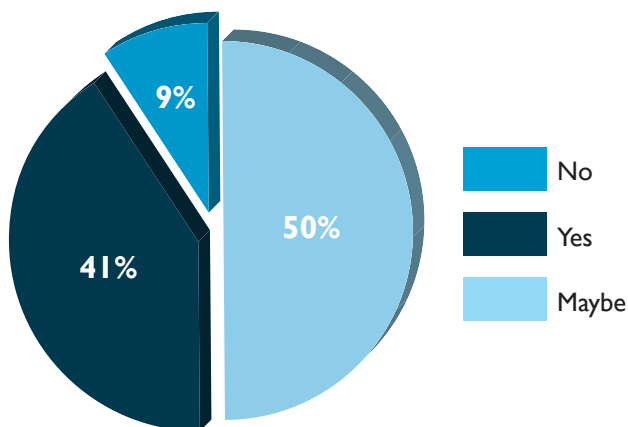
- State or parastatal institution: 17%
- Private institution: 51%
- Own business: 32%

Yearly Income



- Education received per visiting family:
 - State school: 71%
 - Private school: 16%
 - Homeschool: 13%
- Attending the expo to, amongst other things:
 - Make contact with fellow buyers.
 - Evaluate the progress, improvement and advancement of new technologies.
 - Assess cost and pricing.
 - Compare products and solutions.
 - Buy appropriate products.
- 36% already invested in alternative energy or energy savings and 5% is already independent of utility power.
- 41% of visitors indicated that they plan to invest in alternative energy in the next year and a further 50% indicated that they are considering it.

Planning to invest in alternative energy in the next year:



Marketing and media

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

Electronic newsletter – With this newsletter campaign, the visitors are informed, invited to attend the **KragDag** Expo and to purchase products from the exhibitors.

Advertising – Ads are run in various publications, newspapers and on radio.

Website – **KragDag** has a lively website where the Expo is promoted and where visitors can obtain useful information throughout the year.

Partnerships – The Expo will be promoted through a network of strategic partnerships with key organizations.

Press release – There will be liaison with the media to give coverage to the event.

Radio – In the few months leading up to the **KragDag** Expo, various contributions will be made on radio about an alternative lifestyle. There will also be a **KragDag** magazine program hosted on Pretoria FM. Interviews and advertisements are also broadcasted on Radio Bosveld, Radio Kragbron and Radio Oosrand.

TV – Ontbytsake (Breakfast Business) and eTV News on Kyknet.

Yourself – We keep prospective exhibitors and sponsors up to date on our latest plans and would like to travel the road along with you and to the benefit of your company.

Social media – Through the social media such as: LinkedIn, Twitter, Instagram and Facebook, we use one of the most effective methods of marketing - “word of mouth”.

Advertising opportunities for our exhibitors!

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

- Advertising in the **KragDag** electronic newsletter.
- Online advertising on our **KragDag** website.
- Advertising in the expo program (please call the office for an example of the program).
- Although the **KragDag** Expo is presented only once a year, there are still fantastic opportunities to the exhibitors all year round. One of them is the **KragDag** website. By exhibiting at the expo, your company's description and contact information is listed on the website www.kragdag.co.za. This website gets many visits each month from people who could not attend the Expo, but still want to stay informed, to make use of exhibitors' services, or to buy products.

Over and above these events, **KragDag** also negotiated discounts with various media, providing you with a valuable marketing opportunity.

MEDIA: *Press and publishing institutions can take advantage of our offer for a free exhibition at **Sakeliga KragDag** in exchange for reporting on the event (included is a helicopter flip for getting footage of the expo from the air.)*

Directions

From Pretoria

Take the N4 east (direction Witbank). Turn right over the highway at the Kempton Park / Cullinan / Rayton exit (toll). After about 3km turn left at the Diamantvallei sign.

or

Take Lynnwood in an easterly direction. Turn left at the Boschkop Road. Drive to a T-junction and turn left. Follow the road to Rayton for about 5km. Just past the Donkerhoek road on your left, turn right at the Diamantvallei sign.

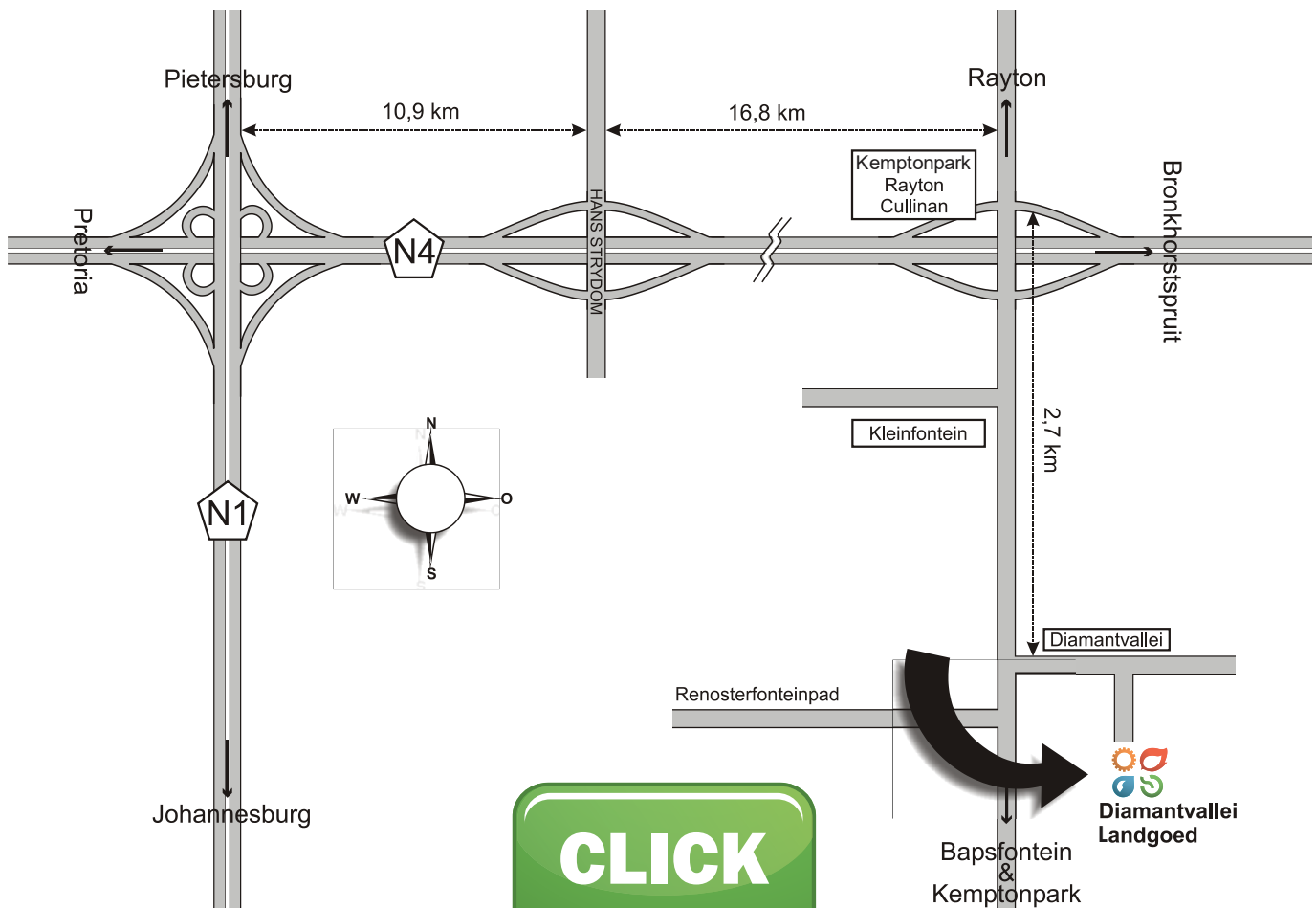
From Johannesburg

Take the N1 north to Pretoria. Turn right onto the N4 east, towards Witbank. Continue as described from Pretoria.

From Witbank

Take the N4 west, direction Pretoria. Take the first exit after the Diamond Hill Toll Plaza (Cullinan, Rayton, Kempton Park). Turn left in the direction of Bapsfontein. After 2km turn left at the Diamantvallei sign.

South: 25° 48' 58.66" - East: 28° 31' 35.97"



Flashback

Click on the video to view previous expos!

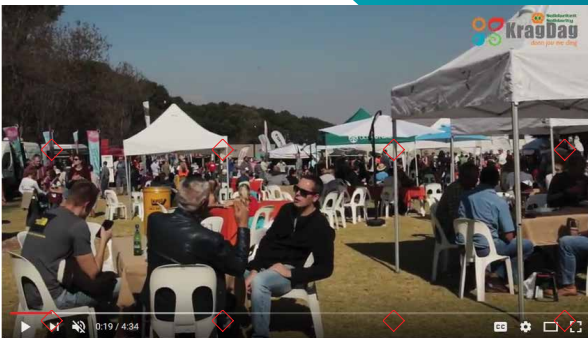
KragDag 2019



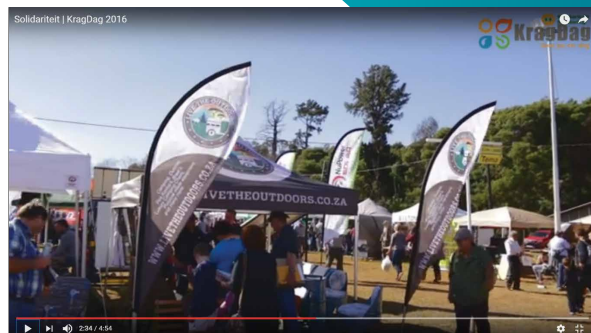
KragDag 2018



KragDag 2017



KragDag 2016



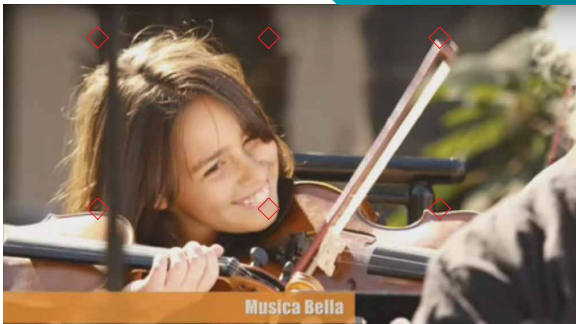
KragDag 2015



KragDag 2014



KragDag 2013



KragDag 2012



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