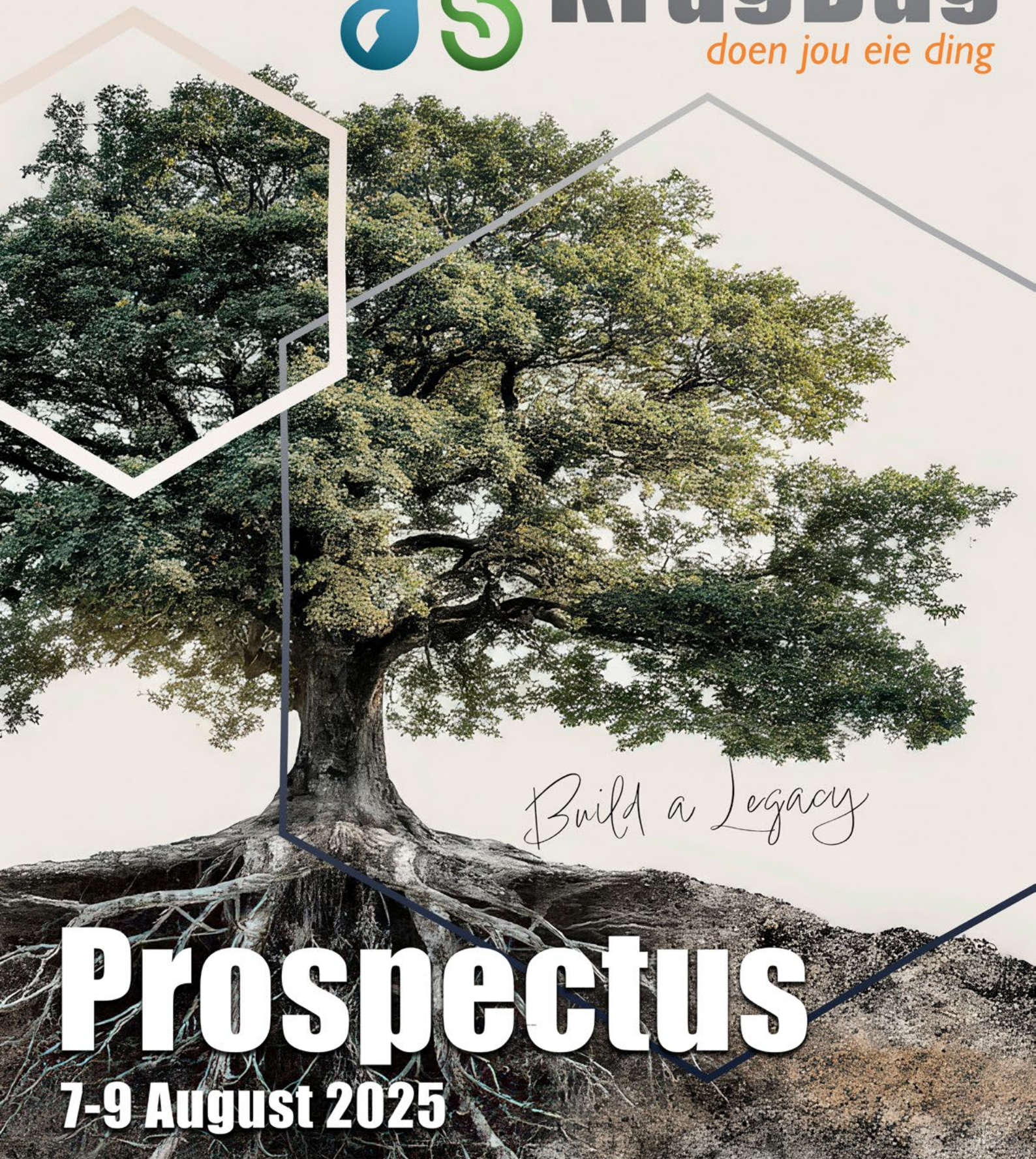




KragDag

doen jou eie ding



Build a Legacy

Prospectus

7-9 August 2025





Index

| | |
|------------------------------|-----------|
| Foreword | 3 |
| 2025 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



**34 200
Visitors**

With the slogan “Do Your Own Thing!”, KragDag creates a platform of inspiration and information through an annual self sustainability expo held near Pretoria.

In 2024, 660 businesses exhibited at KragDag, while 34,200 people attended the event on a site covering approximately 11 hectares.



**660
Exhibitors**

This growing interest can be attributed to the practical, workable solutions shared during the expo, as well as the topical and informative interviews in the Kopskuif Studio and the family-friendly atmosphere with a festive character.

Following the initial success of KragDag, a variety of stakeholders in the agricultural industry became involved, and since 2019, a full-fledged Agricultural Expo has been part of the KragDag event.



**1000
Stands**

Sakeliga, NEASA, ontbytSAKE, City Gates, Pretoria FM, ATTSA, King Price, and the AP Akademie are the eight flagship sponsors who make this opportunity possible.



**100 000
Community
Members**

Save the dates for 2025:

- KragDag
7–9 August 2025
Diamantvallei Landgoed, Pretoria



2025 KragDag theme

Build a Legacy

Plant your tree. For yourself.
For your children. For generations to come.

At KragDag, we believe that a legacy is far more than what you leave behind after your death. Your legacy is the impact of what you are building now on the generations that follow. Your mindset about a lifestyle of freedom, self-reliance, and individual responsibility becomes the compass for your children as they start to walk their own paths.

Against the backdrop of international pressure on South Africa and the increasingly open hostility of the state toward Afrikaners, the question arises: Do we search for greener pastures in a new land, or do we plant a tree right here, where we are?

Beyond political hostility, we face daily challenges such as crime, looming water crises, loadshedding threats, inaccessible roads, and failing public education. Is it still worth building?

KragDag's answer is a resounding yes! But it requires that we respond to our calling by creating and implementing innovative and independent solutions with the tools God has given us. It calls on each of us to actively participate in shaping a sustainable future based on a philosophy of freedom and self-determination... a future only possible within the framework of the Creator's natural, social, and spiritual laws.

KragDag's message for 2025 is: Build a legacy.

It begins with the decision to plant a tree—here and now—regardless of the climate. A decision to grow. A decision to stay and build a place your descendants can also call “home.” A tree that stands with deep roots and casts generous shade during family picnics. A place where children can safely explore the landscape from her branches. A place where tender love can blossom at her base.

Let's build gathering spaces, learning spaces, speaking spaces, prayer spaces, and resting spaces—in Afrikaans, for the generations to come.

The climate may be against us, but at KragDag we encourage everyone:

Plant your tree.

Build a legacy.

Shape your own future.

For yourself, for your children, and for all those yet to come... in their generations.

Character



The 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 KragDag expo responds to the growing need to empower people to live with greater freedom.

To make this possible, it is essential that this target market is equipped with knowledge and connected to practical, relevant solutions. In this regard, KragDag plays a valuable role—serving as the central hub where suppliers and clients can meet. KragDag also provides a platform for free-thinking individuals and businesses to network and stimulate the market.

The increasing number of participants and the inspiring feedback from both exhibitors and visitors speak for themselves, highlighting the growing demand for this kind of event and the topics it addresses.



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 drive to manage available agricultural land more productively and sustainably, agriculture is increasingly diversifying into intensive farming practices.

In collaboration with TLU SA, the expo aims to empower both small-scale and commercial farmers to utilise resources more efficiently, improve farm management, reduce input costs, and ultimately ensure sustainability and increased profitability. "To measure is to know" – Lord Kelvin. With this motto in mind, our focus is on theme exhibitors and speakers who promote precision, intensive, and technological farming, sustainability, and conservation agriculture.

To accommodate exhibitors with larger equipment, Large-Scale Packages of 12x12m are available. These spaces can be combined to create even larger areas as needed.

For exhibitors, this presents a golden opportunity to showcase their products and services to farmers in the Gauteng area, as there is no other agricultural expo in the region with this specific focus.





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:

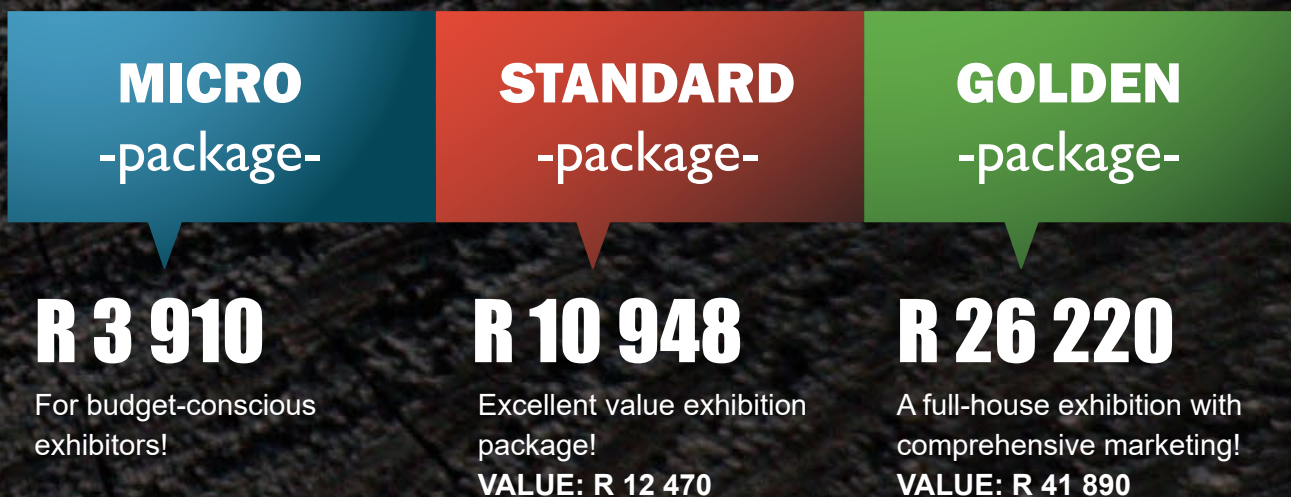
- Rotating website advertisement on the KragDag website.
- Logo on sponsors page on the KragDag website.
- Logo on expo advertising newsletters.
- Logo on the sponsors page in the printed expo program.
- Full-page advertisement in the printed expo program.
- Sharkfin banners at the entrance path.



Exhibitors



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



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.

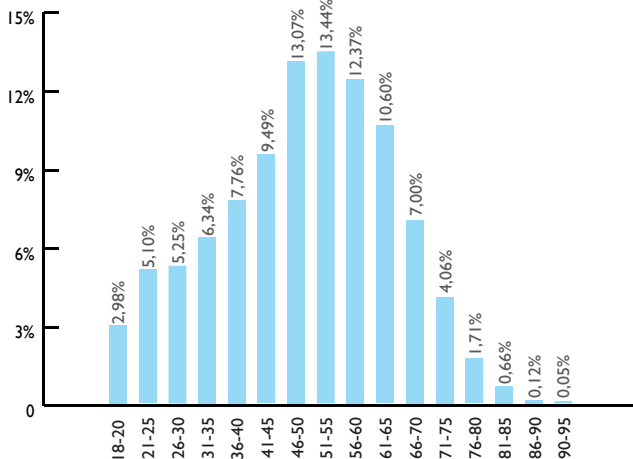




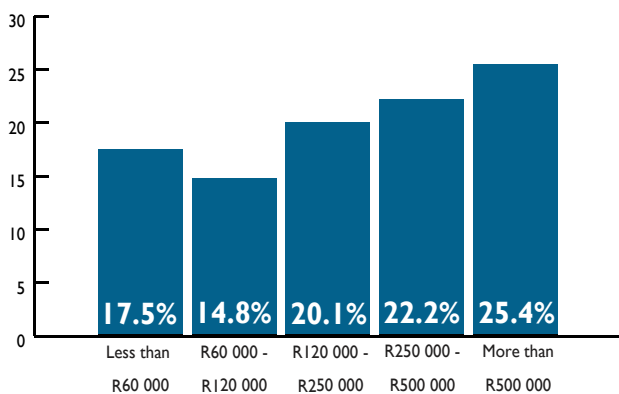
Visitors Profile

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

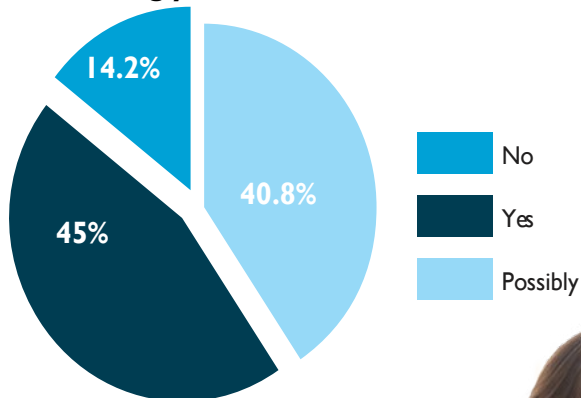
Age Groups



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.

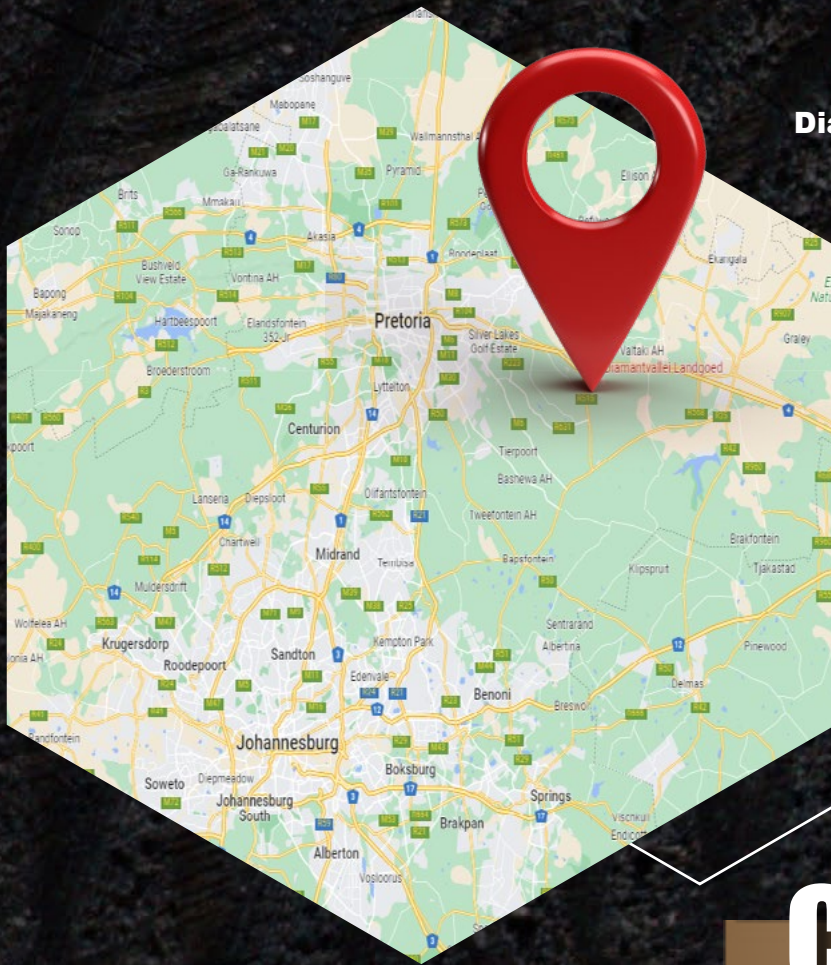
MEDIA:

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**



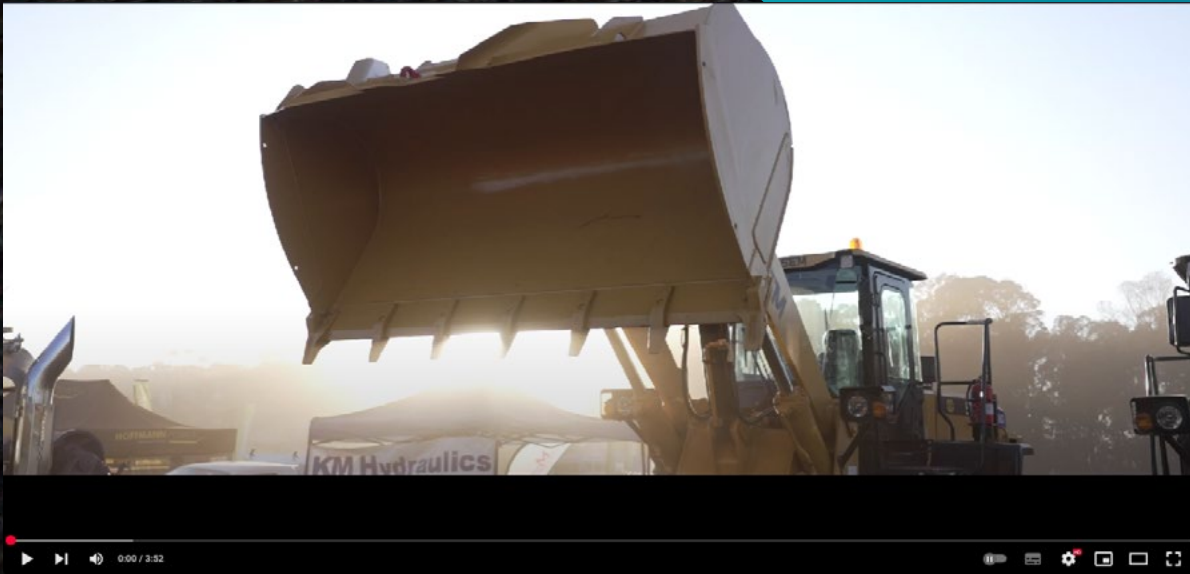




Flashback

Klik op die beeld om na die video te kyk!

KragDag 2024



KragDag 2023



KragDag 2022



KragDag 2019



KragDag 2018



KragDag 2017



KragDag 2016



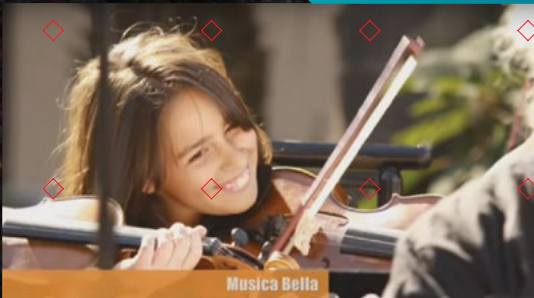
KragDag 2015



KragDag 2014



KragDag 2013



KragDag 2012



www.kragdag.co.za
info@kragdag.co.za
 087 231 1644

