



KragDag

doen jou eie ding

DROPS BECOME STREAMS,
STREAMS BECOME RIVERS!

Prospectus

6-8 August 2026





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Foreword

With the slogan “***Do your own thing!***”, KragDag creates a platform of inspiration and information through its annual self-reliance expo held near Pretoria.

In 2025, more than 600 businesses exhibited at KragDag, while 32,500 visitors attended the three-day event, hosted on an 11-hectare site.

This growing interest can be attributed to the practical, workable solutions showcased at the expo, the informative interviews and discussions presented in the Kopskuif Studio, and the event’s family-friendly atmosphere and festive spirit.

Following the early success of KragDag, a variety of key role-players in the agricultural sector became involved, and since 2019, a full-fledged Agricultural Expo has formed an integral part of KragDag.

Sakeliga, NEASA, OntbytSAKE, City Gates, Pretoria FM, ATTSA, King Price, and the AP Academy are the eight banner sponsors whose support helps make this event possible.



**32 500
Visitors**



**1000
Stands**



**600
Exhibitors**



**100 000
Community
Members**





**Do your
own
thing!**





2026 KragDag Theme

Drops become streams, streams become rivers!

A wave of selfsustainability and hope.

When a single drop falls to the ground, it's almost invisible. It barely leaves a mark and cannot water or nourish anything. Yet that same drop, joined by thousands of others, becomes a stream. And when streams come together, they form a river – unstoppable, full of momentum, carrying fertility across the land for miles and miles.

That is the image captured by KragDag 2026: individuals standing together, each a drop, combining to create a wave of change.

In South Africa, many people often feel small in the face of enormous challenges – load-shedding, water shortages, economic uncertainty, corruption, and a failing state. What difference can one solar panel on a roof make? One water tank in a garden? One small business fighting to stay afloat?

It may seem futile – but it isn't. Every act of self-reliance is a drop that counts. Just as water carries life, every person's choice to do their own thing carries the potential to strengthen entire communities.

Jim Collins describes this through the image of a flywheel – heavy and unmoving at first. You push, and it feels useless. You push again, and again – slowly, it starts to turn. Each effort builds momentum until the wheel begins to move by itself, unstoppable.

So it is with self-reliance. One family installs solar power. A group of farmers shares water plans.

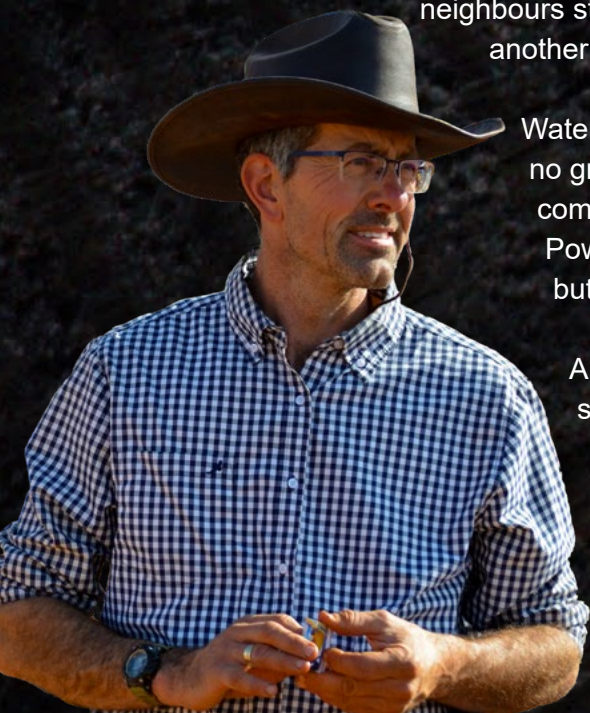
Entrepreneurs create their own solutions. Soon those drops merge, forming a current that cannot easily be stopped.

KragDag 2026 is more than an expo – it's a vision of what happens when ordinary people decide to take responsibility. ***"Do your own thing"*** is not about isolation; it's about self-responsibility and collaboration. When neighbours stand together, when farmers unite, when small businesses support one another – ***drops become streams, and streams become rivers.***

Water is a symbol of life, fertility, and hope. Without it, there is no harvest, no growth, no future. Just as rivers shape the landscape, so can self-reliant communities reshape society. The state is no longer a dependable source. Power, water, work, safety – these no longer lie in the hands of politicians, but in the hard work and perseverance of ordinary people.

And just as a river never has a single source but is fed by hundreds of streams, sustainability is built through the small, consistent actions of families, farmers, entrepreneurs, and communities.

Every drop matters. Every stream contributes. And together, they form a river of freedom and hope — one strong enough to carry a nation through challenging times.



Character



The KragDag Expo offers exhibitors a profitable business opportunity within a carnival-like atmosphere for visitors.

The strong business focus is complemented by a festive mix of activities — a wide variety of food and treats, a tea garden, beer garden, horse rides, helicopter flips, creative and educational exhibits, competitions, and the popular “Art & Chow Market.”

Entrepreneurship lies at the heart of KragDag, which is why the expo also creates space for junior entrepreneurs to showcase their creativity. The same emphasis applies to the role of the family in education, with opportunities and exhibits that highlight alternative and practical learning approaches.

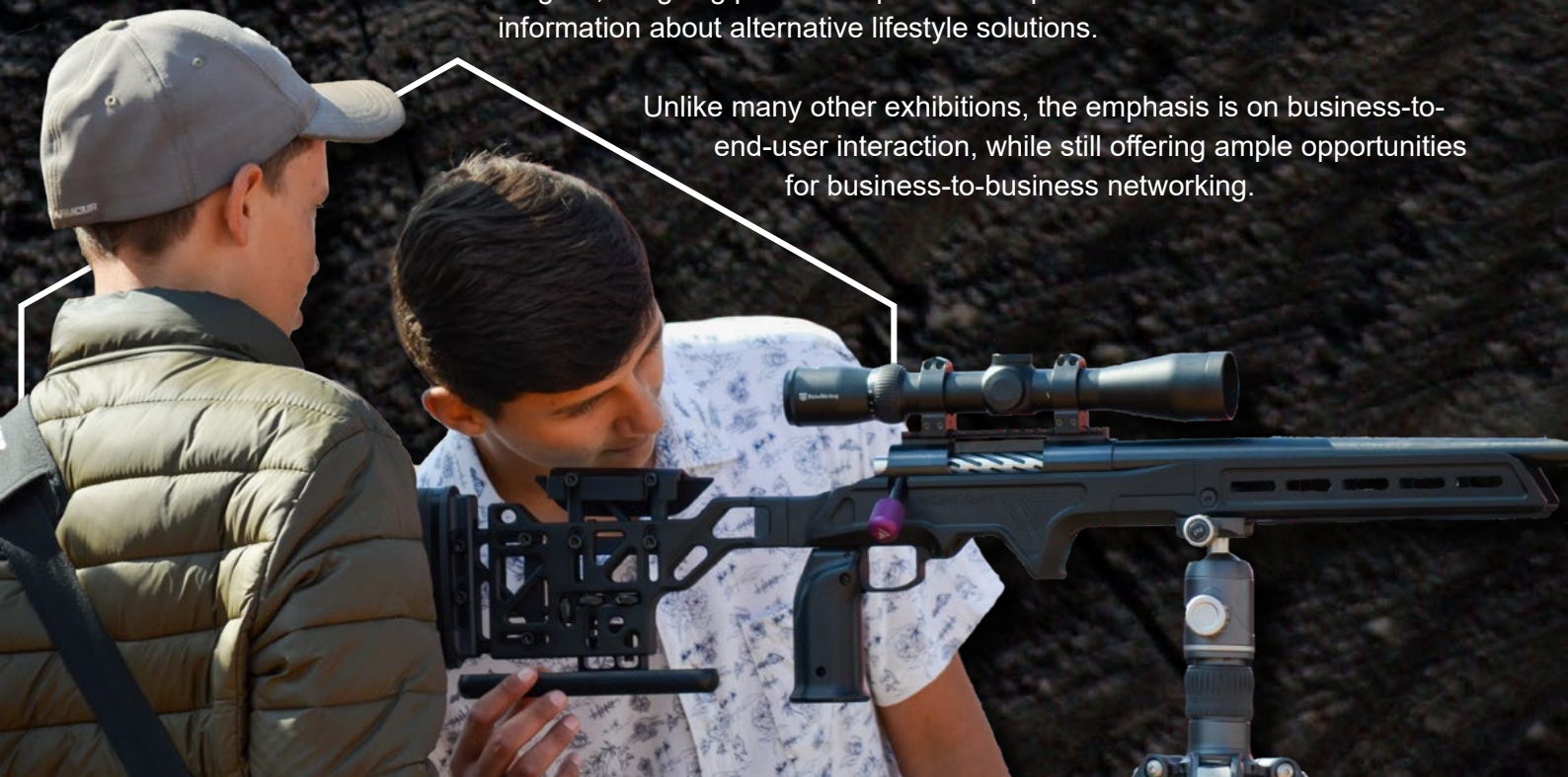


Focus

With the slogan “**Do Your Own Thing!**”, KragDag focuses on self-reliance and mutual support solutions for households, smallholdings or farms, and small to medium-sized enterprises.

In this regard, KragDag provides a platform for product launches and educational information about alternative lifestyle solutions.

Unlike many other exhibitions, the emphasis is on business-to-end-user interaction, while still offering ample opportunities for business-to-business networking.





A Powerful Expo

The KragDag Expo gives expression to the growing need to empower people to live with greater freedom.

To make this possible, it is essential that this target market be equipped with knowledge and connected to practical solutions. In this regard, KragDag plays a vital role — serving as the hub where suppliers and clients meet.

KragDag also provides a platform for independent thinkers and businesses to network, collaborate, and stimulate the market.

The increasing number of participants and the inspiring feedback from both exhibitors and visitors speak for themselves — a clear reflection of the expanding interest and relevance of this event.



Agricultural Sub-expo



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

Exhibitions and Categories

- Cattle exhibitions
- Competitions
- Various well-known speakers
- Large stock, small stock, and poultry
- Crop farming
- Aquaculture
- Vegetable cultivation



With limited natural resources and the ongoing drive to manage available agricultural land more productively and sustainably, the agricultural sector is increasingly diversifying into 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, apply inputs more economically, and thereby ensure sustainability and higher profitability.

“To measure is to know” – Lord Kelvin. Guided by this principle, the focus is on exhibitors and speakers who promote precision, intensive, and technology-driven farming, as well as sustainability and conservation agriculture.

To accommodate exhibitors with larger machinery, Large-Scale Packages (12x12 m) are available, and these spaces can be combined to form even larger display areas.

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





EduXplore

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



Exhibitions and Categories

- Learning aids
- Support materials
- Tertiary institutions
- Private schools
- Extramural activities
- Gap years, and more

As part of the traditional KragDag expo grounds, a dedicated area is set aside for the EduXplore Sub-Expo. For several years, the forerunner events of EduXplore focused on alternative education options, originally centred on homeschooling, and later expanded to include cottage schools and private schools.

South Africa is currently one of the countries in the world with the highest number of homeschooling families. Initially, this growth was a response to the decline of public education, but homeschooling families soon discovered its deeper value — it revealed to them a lifestyle of self-reliance and freedom.

The target market of EduXplore consists mainly of homeschooling and private school families who value lifelong learning and an adventurous approach to life. These individuals view work not merely as a way to earn money, but as a calling that brings personal fulfilment.

At EduXplore, learning is not confined to the child alone — it extends to the entire family. Learning is seen as a lifelong process and an integral part of life itself. EduXplore exhibitors provide tools, resources, and inspiration to help families prepare for a future in a constantly changing world.



What Exhibitors Say



We've been in business for over 20 years, and no other marketing opportunity delivers the return that KragDag does.

One of the few well-organised expos with a wonderfully diverse audience — children, women, men, farmers, businesspeople, and seniors — ideal for marketing any product.

A fantastic, positive environment with people, businesses, services, and interest groups all moving in the same direction. The positivity is priceless, and the networking opportunities are excellent. It's the perfect blend of business and family fun.

Absolutely worth it. The organisation and communication with exhibitors before and during the expo were outstanding.

It was excellent and truly enjoyable — we made a lot of business contacts. My advice: book your stand while you still can!

A relaxed, friendly, and welcoming atmosphere — proudly Afrikaans.

A wonderful experience surrounded by people who take initiative and contribute to the country's economy.

Thank you for the opportunity to exhibit at KragDag for the first time. You're a great team destined for even greater heights. We're already looking forward to KragDag 2026!





Sponsor Opportunities

Various sponsorship opportunities for greater marketing value!



Sponsorship Benefits

All sponsors receive the following benefits, in addition to any specific arrangements made for each sponsor:

- Rotating website advertisement on the KragDag website.
- Logo placement on the sponsors' page of the KragDag website.
- Logo inclusion in KragDag's promotional newsletters.
- Logo placement on the sponsors' page in the printed expo program.
- Full-page advertisement in the printed expo program.
- Sharkfin banners along the main entrance road.



2025 Sponsors



Thank you to every sponsor and partner who contributed to KragDag 2025!





Sponsor Examples



Tent Sponsor



Arena Sponsor



Bag Sponsor



Entrance Sponsor



Sandput Sponsor



Stage Sponsor

Exhibitors



Exhibition spaces are available in 4x4 m units.
Large-scale packages measure 12x12 m.



R 3 910

For sensitive budgets!

R 10 948

Excellent Value Exhibition Package!
VALUE: R13,639

R 26 220

A full-scale exhibition with comprehensive marketing!
VALUE: R43,397

Indoor and Large-Scale options are available with every package.

Included in all Theme-, Agriculture-, and Education-Expo packages is the listing of your business details in the printed 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.

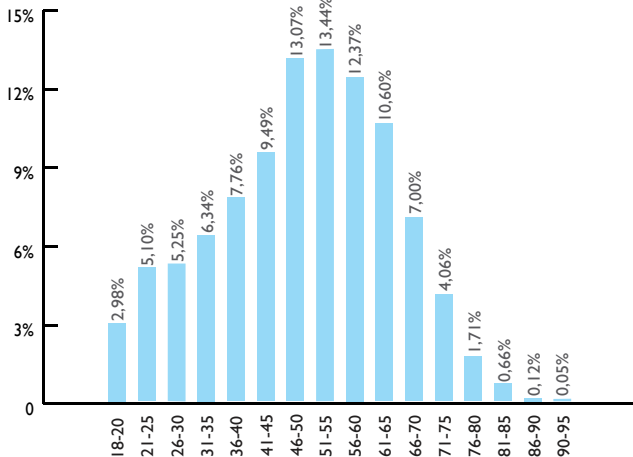




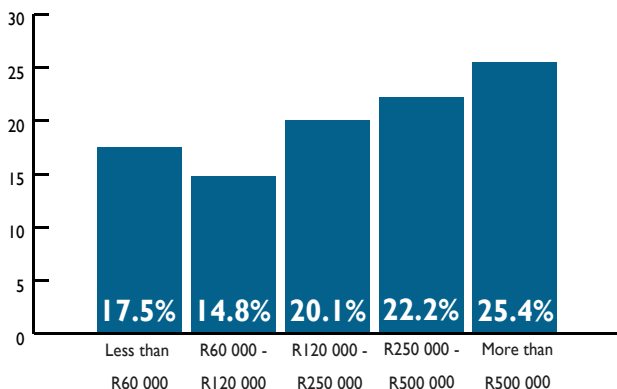
Visitor Profile

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

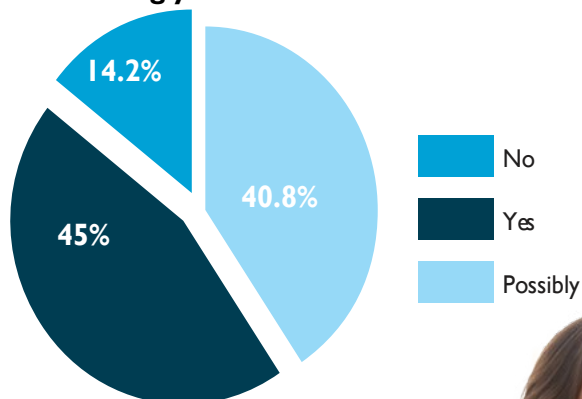
Age Groups



Yearly Income



Planning to invest in alternative energy over the coming year



- The majority of visitors are Afrikaans-speaking
- A lively and serious interest in self-reliance products and solutions.
- Individuals and families, representing all age groups — from young professionals to retirees. They consist of salary earners, business owners, and entrepreneurs, many of whom are decision-makers and influencers in their fields.
- **Among those actively employed, the distribution is as follows:**
 - Government or semi-government: 10%
 - Private institutions: 53%
 - Own business: 36%
- **Education attendance of visitors' school-aged children:**
 - Public school: 69%
 - Private school: 14%
 - Homeschooling: 17%
- **Visitors attend KragDag to:**
 - Network with like-minded buyers.
 - Evaluate new technology.
 - Conduct cost assessments and comparisons
 - Compare products and solutions.
 - Purchase relevant and practical products.
- 36% of visitors have **already invested in alternative energy or energy-saving solutions**, while 11.3% are completely independent of Eskom power.
- A further 45% **plan to invest** in alternative energy within the coming year, and another 40.8% indicated they are seriously considering it.



Marketing & Media



A wide variety of marketing channels are utilised to ensure the best possible value for exhibitors.

Email Newsletters – Ongoing newsletter campaigns to KragDag's database of approximately 100,000 subscribers.

Printed Advertising – Exposure through various publications, newspapers, and billboards.

Website – KragDag's dynamic and informative website promotes the expo and its exhibitors year-round.

Partnerships – Collaboration with a network of strategic partner organisations to extend reach and impact.

Press Releases – Cooperation with media outlets to ensure broad media coverage of the event.

Radio – Interviews and advertising on several regional radio stations, including Pretoria FM, Kragbron, Groot FM, LekkerFM, and Hi 5 Stereo.

Television – Exposure through ontbytSAKE on kykNET and E-TV News.

Direct Engagement – We keep prospective exhibitors and sponsors informed of our latest plans and aim to build long-term relationships that benefit your business.

Social Media – Active presence on LinkedIn, Twitter, Instagram, and Facebook, supported by strong word-of-mouth promotion.

Advertising opportunities for our exhibitors!

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

- Articles featured in KragDag's electronic newsletter.
- Online advertisements on the KragDag website.
- Printed advertisements in the official expo program.
- Business contact details listed on the KragDag website for one year.

In addition to the above opportunities, KragDag negotiates special media discounts for its exhibitors, such as:

- Reduced rates for interviews on Pretoria FM.

**VIEW
THE PROGRAM
HERE**

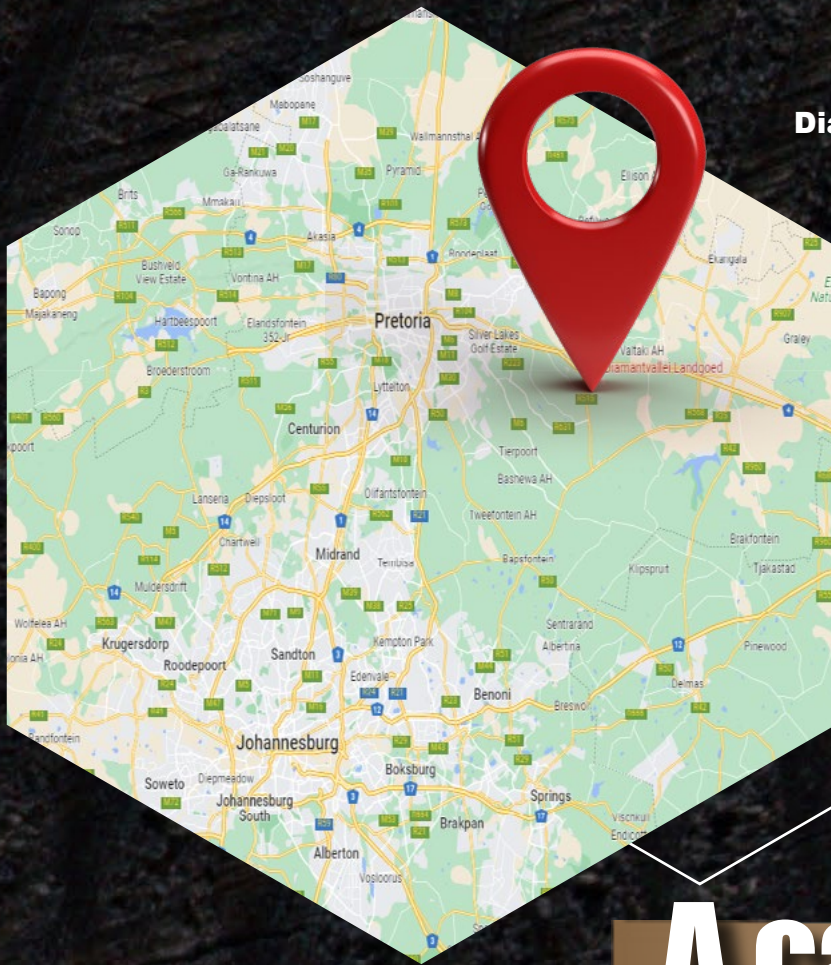


MEDIA:

Media and publication outlets are welcome to make use of our offer for a free exhibition space at KragDag in exchange for event coverage. Included in this offer is a complimentary helicopter flight to capture aerial footage and photographs of the expo.



Where?



**Diamantvallei Landgoed
Rayton**

A campsite

We invite exhibitors to stay right here on the Diamantvallei Campsite during the expo!

Not only does this eliminate the cost and hassle of travelling back and forth each day, but it also offers the opportunity to become part of the warm, social atmosphere that makes the KragDay experience so special.

Several options are available to ensure a great camping experience for every budget:

- Furnished tent with electricity
- Campsite only (with electricity)

**BOOK
HERE**



Site Layout





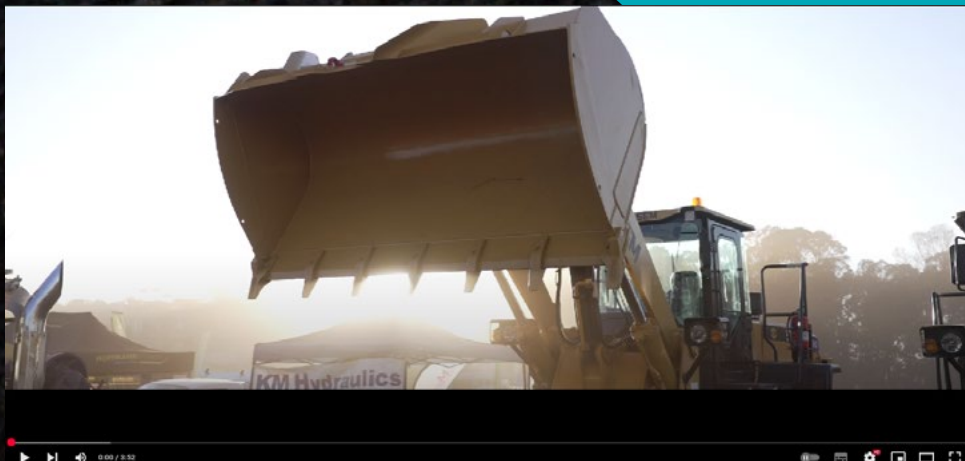
Looking Back

Click on the image to watch the video!

KragDag 2025



KragDag 2024



KragDag 2023



KragDag 2022



KragDag 2019



KragDag 2018



KragDag 2017



KragDag 2016



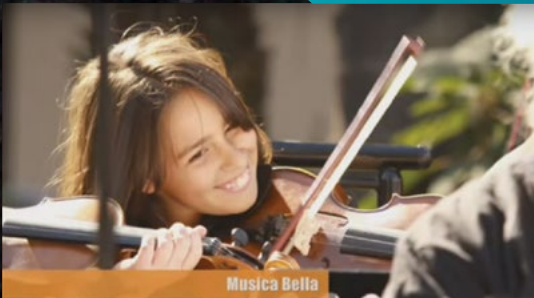
KragDag 2015



KragDag 2014



KragDag 2013



KragDag 2012



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