



SAKELIGA



KragDag

doen jou eie ding

2022

Expo Prospectus

11-13 August 2022



2021 Statistics



**21 000
Visitors**



**488
Exhibitors**



**900+
Stands**

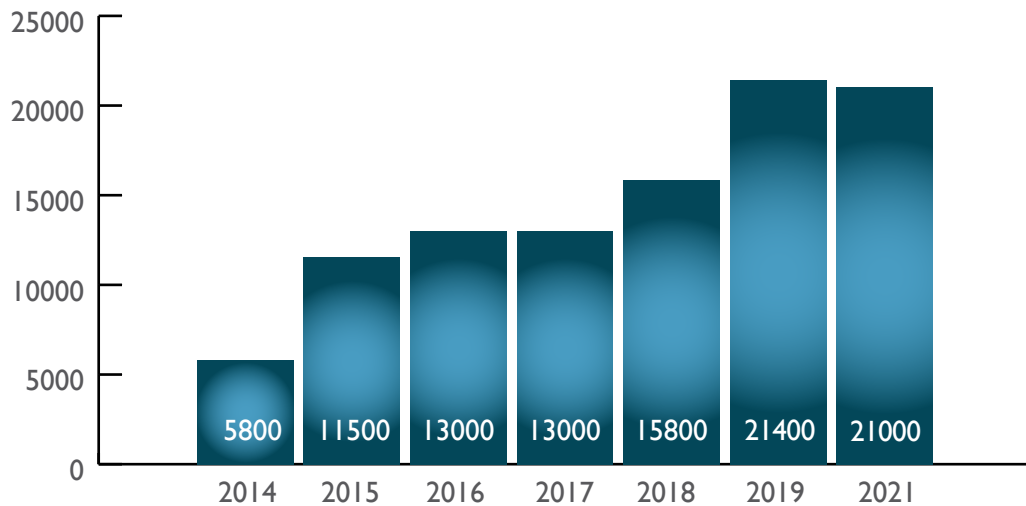


**112 000
Community Members**

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.

Visitor numbers



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 2022**:

*Sometimes fleeing, sometimes digging...
always building.*

There are times when it may be necessary to flee for the sake of survival (even leaving behind what you have built up), but sometimes it is also necessary to dig a trench. However, a runaway attitude to sidestep challenges or problems, or simply flee to greater ease, not only cultivates refugees with a flattened lifestyle, but may tarnish you on what others have built up over generations.

The important thing is that, whether you stay or whether you are forced to flee, that you must always rebuild at your destination and build on what others have accomplished before you, through years of blood and sweat.

When it is necessary to flee, it must be with the realization that you have to settle somewhere - if not here, then at the place we are fleeing to. If you do not, it may be the legacy you leave for your children - those whose interests you have used as motivation for your flight.

The **KragDag** expo wants to inspire and equip people to build, but also to be ready to dig "trenches" if necessary.

A Camping Site

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.

Since 2019 the expo also includes 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.

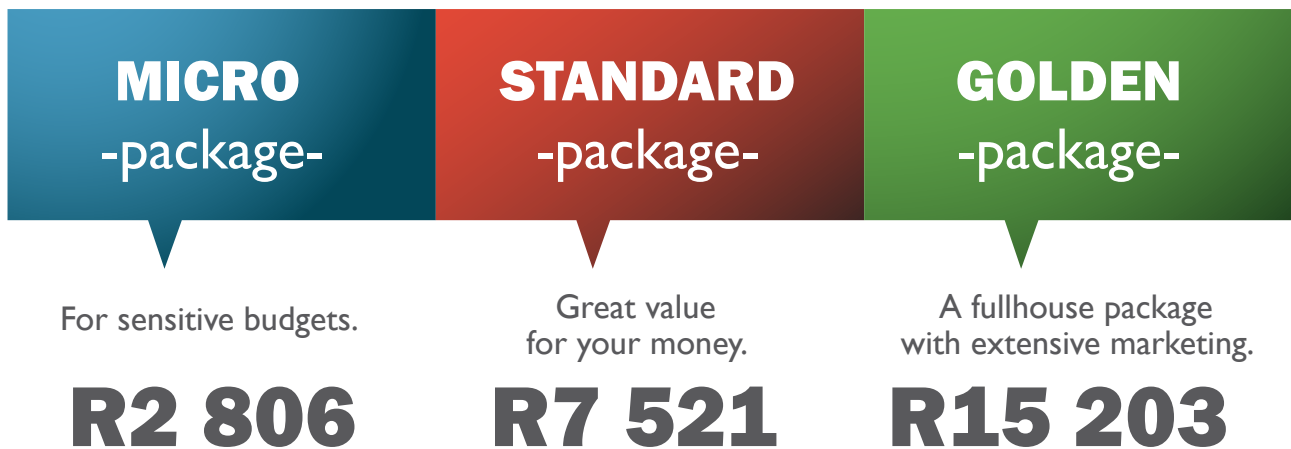
The increasing number of participants and inspiring feedback from both exhibitors and visitors speak for itself regarding the growing need for solutions and opportunities in this field.



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 sustainable, 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.

To accommodate exhibitor with large implements, a Large Scale exhibit space of 12 x 12m is also available for 2022. These spaces can also be combined to create even bigger spaces.

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!

Included in the traditional grounds of **Sakeliga KragDag**, an area is set aside for the education sub-expo. Here, enterprises in the tertiary, private and home education sector provide alternatives to the failed and indoctrinating state education and tertiary institutions.

Exhibitors can choose between an open-air area or a space in the Education Tent. Businesses that would also like to offer activities for the children can contact the KragDag office about the options.

Expo visitors generally realize that next-generation independence starts with the right equipment of today's children and 30% of families with school-age children already use private or homeschooling to make their children future-ready and excited.

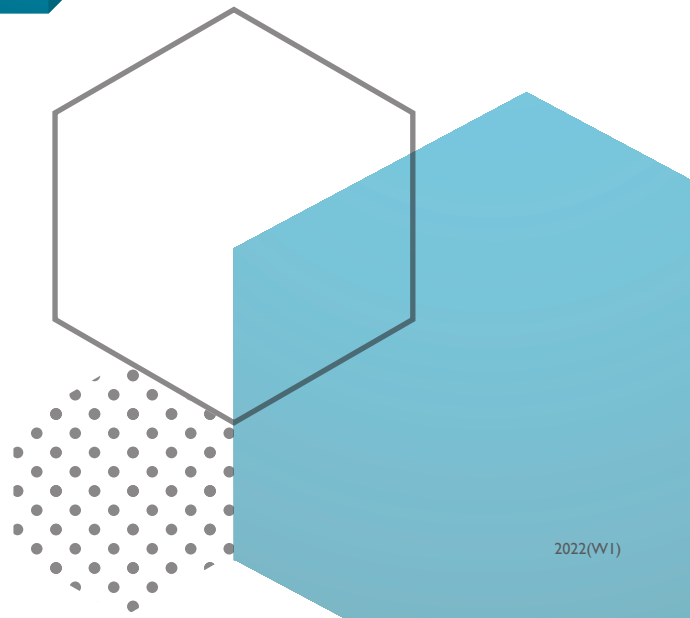
In order to give exhibitors the best possible exposure to their niche market, it was decided to move the Education Sub-Expo to be closer to the Amusement Park section.



SA HOMESCHOOLERS

Exhibits and Categories

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



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. Deffinately 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.

Tent Sponsors

This sponsorship will give a company prominent visibility during the three day expo. Provisionally there are seven tents up for sponsorship, including 3x Selfsustainability Theme tents, 1x Agricultural tent, 1x Educational tent and 2x Breeder tents.

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.

Parking and Traffic Sponsor

Shade Strucure for the Food Courts

Prize Sponsor

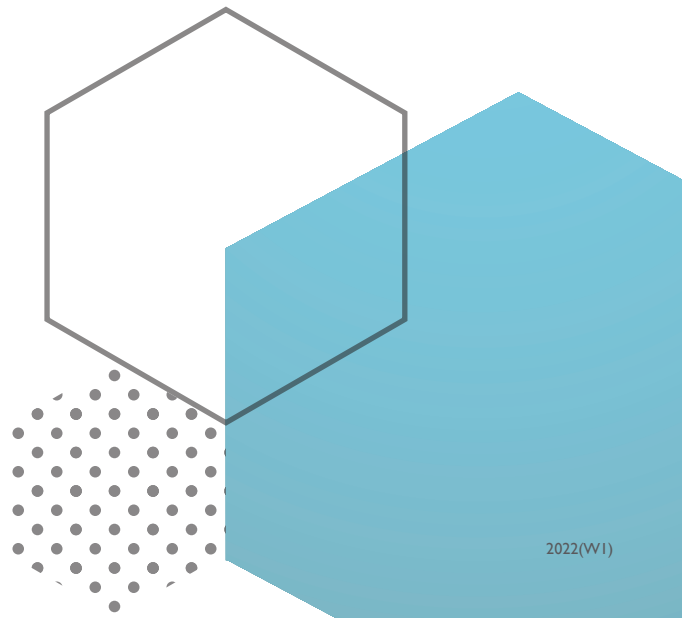
For Junior Entrepreneurs and **KragDag** marketing video competition.

Competition Prizes

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

Sponsor Benefits

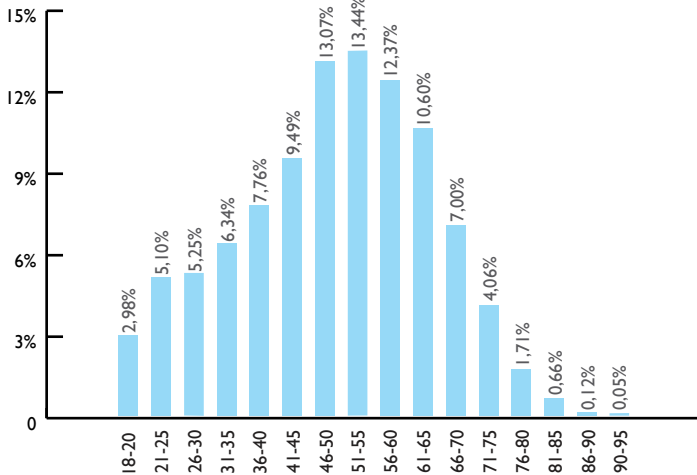
All sponsors will receive the following benefits: Rotating Website Advert on the KragDag Website, Logo on the sponsor page on the KragDag Website, Logo on the expo marketing newsletters. Full page advert in the printed expo programs as well as items individually arranged with each sponsor.



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”

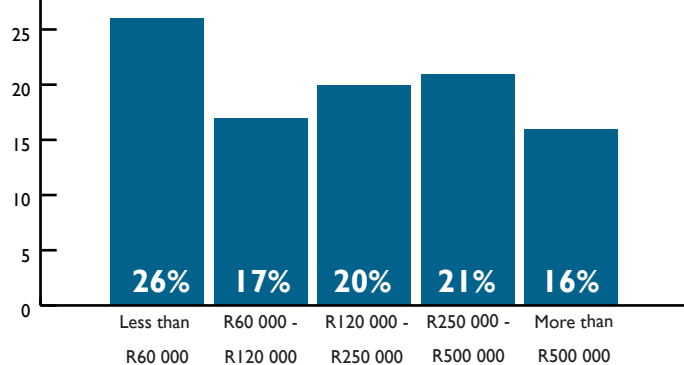
Age Groups



- 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:

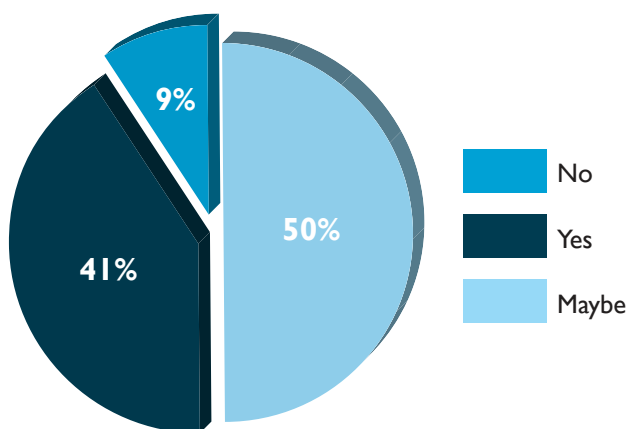
- State or parastatal institution: 17%
- Private institution: 51%
- Own business: 32%

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 Lekker FM, Groot FM, Radio Bosveld, Radio Kragbron and Radio Oosrand.

TV – Die Groot Ontbyt in Kyknet and E-tv News..

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.)*

Reservation Policy

New preferential booking policy for existing exhibitors:

2021 exhibitors will have until 15 December to re-book their same exhibition spaces from 2021. If a business has not submitted an application form by this date, it forfeits the right to the same stand and the exhibition space becomes available to other applicants.

2021 exhibitors who submitted their application forms before December 15 are given an opportunity until March 31, 2022 to pay for their exhibit. If a business does not pay before this date, it forfeits the right to the same stand and the exhibition space becomes available to other applicants.

When a company pays for its package, its exhibition space number (s) are confirmed to it, but it can, if it so chooses, exchange it for another available exhibition space.

The above arrangement will be subject to certain strategic considerations of KragDag such as accommodating sponsors and long-term or permanent partners at preferred locations.

Also note the changes that have been made to the site. The Flea Market and Farmer Market will henceforth be placed in the pecan orchard, where the Omgee market was in 2021, so these exhibitors will not be able to choose the same places as 2021.

The Education exhibitors have also been moved to be closer to the Amusement Park. See page 9 for more information.

**CLICK
HERE**
for
application form

**CLICK
HERE**
for terrain map



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.

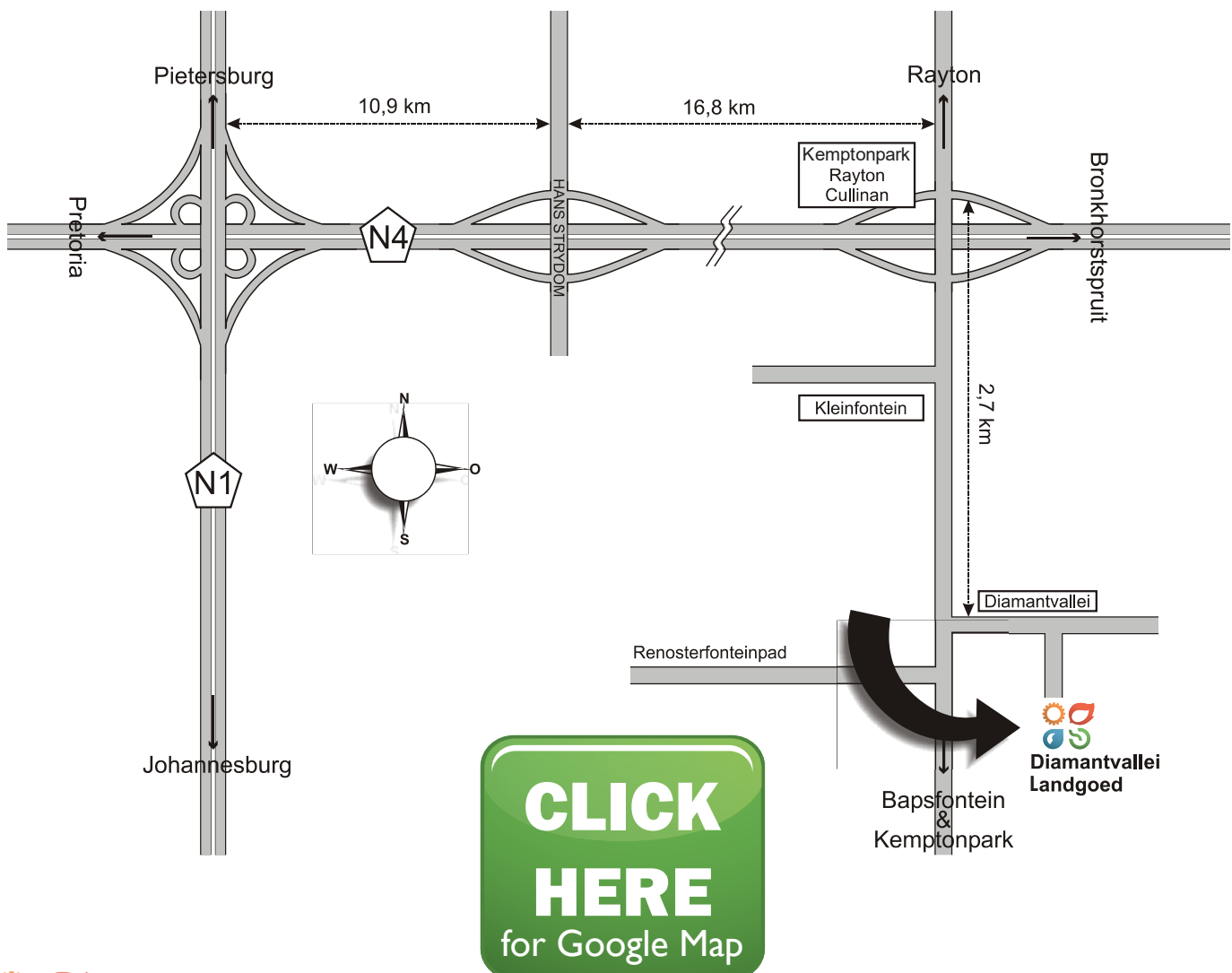
From Johannesburg

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!

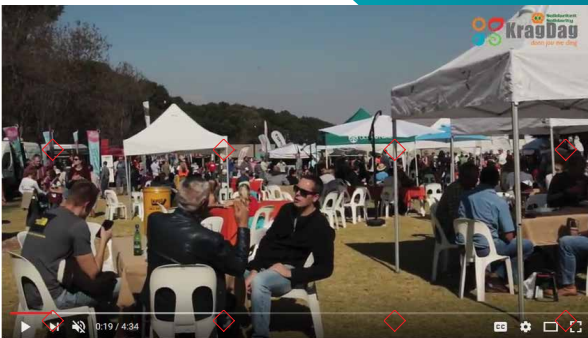
KragDag 2019



KragDag 2018



KragDag 2017



KragDag 2016



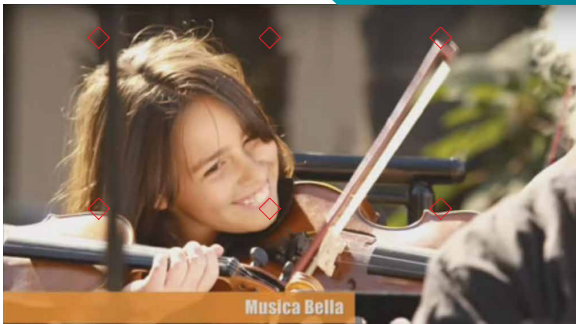
KragDag 2015



KragDag 2014



KragDag 2013



KragDag 2012



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