



There is an alternative!

Prospectus 2024

21-23 March 2024



Foreword



**5 000
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 Central, with 36 000 people participating. KragDag Western Cape was presented for the first time in 2023 with 103 exhibitors and 5 000 expo attendees.



**100
Exhibitors**

This growing interest can be attributed to the practical, workable solutions shared during the expos, as well as the current and information-rich discussions in the KragDag Atelier 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.



**300
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 schooling 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.



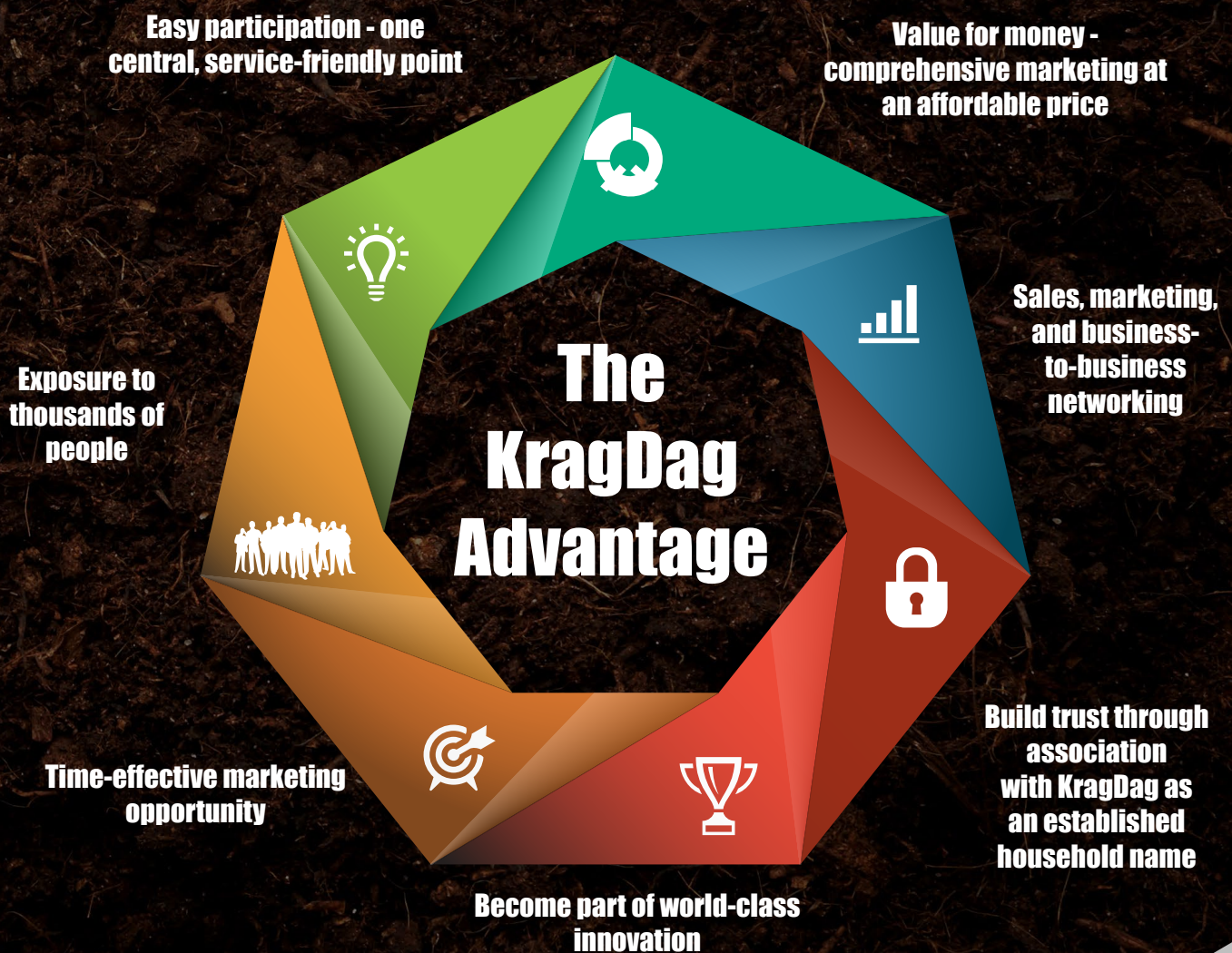
A powerful expo



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.





Exhibitors



Exhibition spaces are available in units of 4x4m.
Large Scale Packages are 10x10m.



R 3 266

For sensitive budgets!

R 8 625

Excellent value exhibition package!

R 17 388

A full-house exhibition with comprehensive marketing!

Indoor and Large Scale options is also available for every package.

Included in all theme, educational and agricultural exhibition packages is the placement of your company's details in the printed expo program, as well as on the KragDag website for one year.

Additional extras and marketing opportunities are also available.



Exhibitor feedback



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

One of the few well-organized expos with more than enough diverse people to market any product to, children, women, men, farmers, businesspeople, and the elderly.

It's a fantastic positive environment with people, businesses, services, and interest groups thinking and operating in generally the same 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, sociable, and friendly atmosphere in AFRIKAANS.

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





Sponsorships

Various sponsorship opportunities for added marketing value!



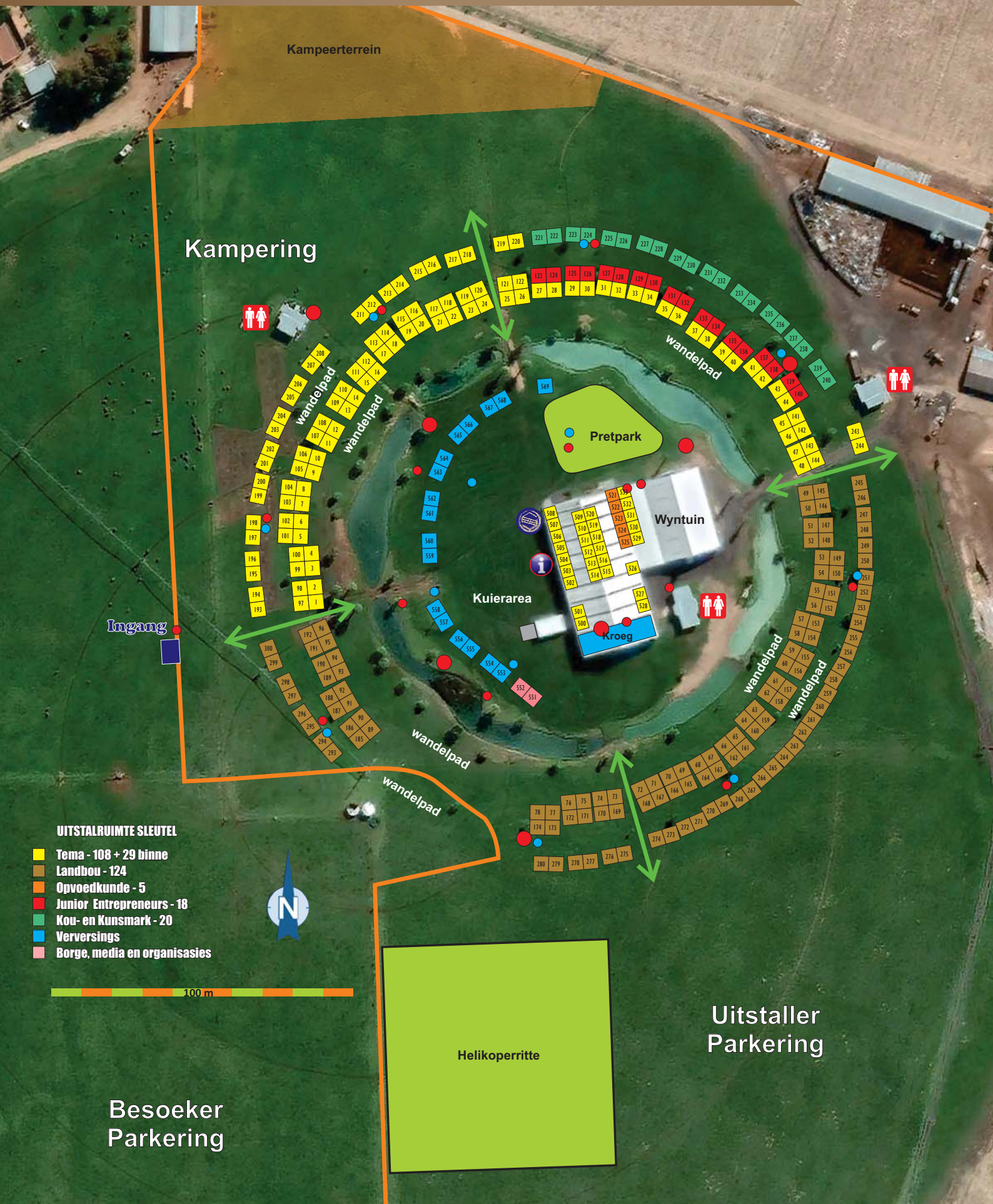
Sponsorship Benefits

All sponsors receive the following benefits, as well as any arrangements made with each sponsor:

- Rotating Website Advertisement on the KragDag Website.
- Logo on the sponsors' page on the KragDag Website.
- Logo on expo promotional newsletters.
- Logo on the sponsors' page in the printed expo program.
- Full-page advertisement in the printed expo program.
- Sharkfin Banners at the entrance gate.



Terrain Layout

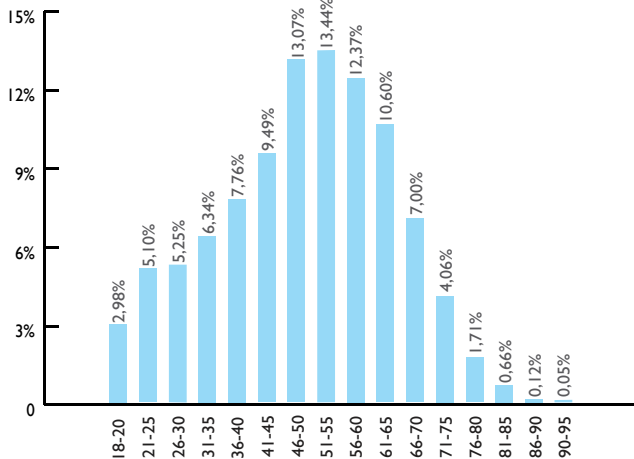




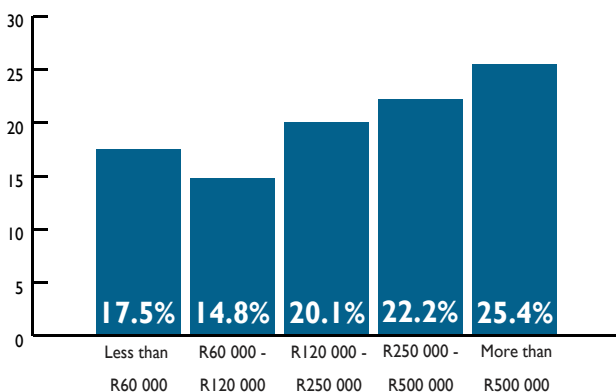
Visitors Profile

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

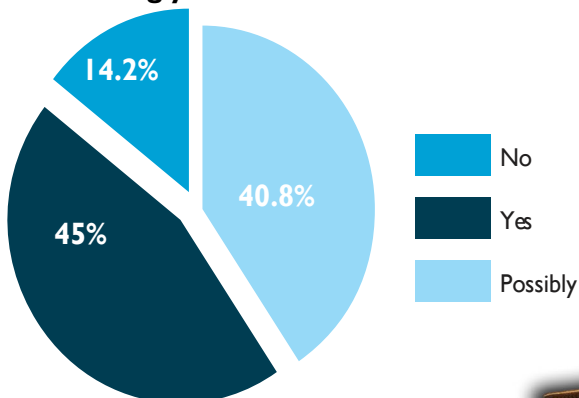
Age Groups



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** - Interviews and advertisements on various regional radio stations, e.g., Bokradio and PerronFM.
- **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 above opportunities, KragDag negotiates discounts with various media for its exhibitors.



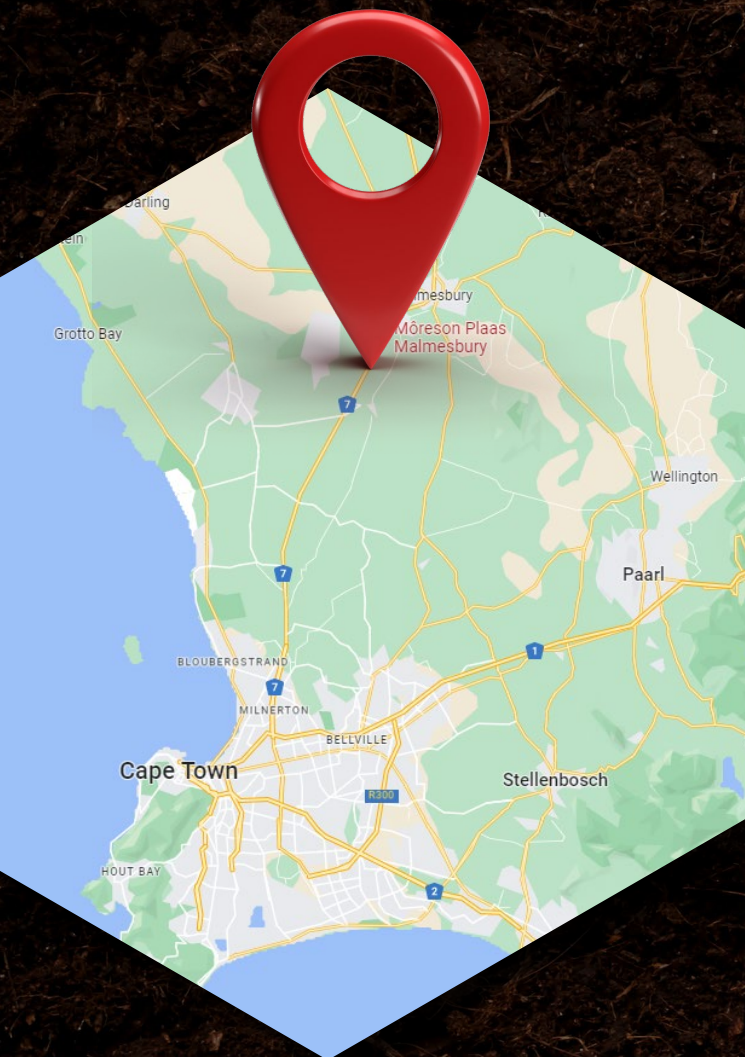
MEDIA:

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?



Sakeliga KragDag Wes-Kaap takes place at Môreson Farm, located just 11km outside of Malmesbury.

Môreson Farm
N7 Abbotsdale,
Malmesbury

From Malmesbury:

Take the N7 South towards Cape Town. After approximately 7km, take the exit for Tierfontein Road. At the roundabout, take the first exit. Immediately turn right and follow the road for 1.4km until you reach Môreson Farm on the right.

From Cape Town:

Take the N7 North towards Malmesbury. After about 40km, take the exit for Tierfontein Road and turn right. At the roundabout, take the second exit. Immediately turn right again and follow the road for 1.4km until you reach Môreson Farm on the right.

Camping @ KragDag

We invite exhibitors to come and stay at the Môreson Campground during the expo!

Not only does it eliminate the cost and hassle of commuting every day, but it also provides the opportunity to be more a part of the social gathering atmosphere.

**BOOK
HERE**



Flashback



Click on the image to watch the video



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