

Education is not the filling of a bucket, but the lighting of a fire.

EduXplore *Expos*



PROSPECTUS 2024

www.homeschoolexpo.co.za



Foreword

If you are an educator or a provider of educational resources, you will realize that your products and services cater to a specific audience, one actively seeking alternative educational solutions.

In this document, you will find more information about the opportunities that the **EduXplore** Expos, specifically focusing on private and homeschooling, can offer you. It is an ideal platform to introduce your brand to an audience passionate about personalized education for their children. As an exhibitor at these expos, a world of possibilities awaits you.

You can take advantage of the significant foot traffic that each expo attracts and engage directly with potential clients. These events allow you to enhance the visibility of your brand, generate new leads, and connect with parents and educators actively searching for alternative educational solutions and extracurricular activities for their children.

Do not miss this opportunity to introduce your products and services to an audience on the brink of taking their children's education to a new level.

These expos are a community of individuals passionate about education and dedicated to providing the best educational experience for their children. These opportunities have the potential to change lives and broaden educational choices. It is a significant opportunity for anyone involved in the field of alternative education.

We look forward to your participation in these special events and the opportunity to work together towards a future of better education for our children.



SA HOMESCHOOLERS

www.homeschoolexpo.co.za



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About EduXplore

For years, the predecessor expos of the **EduXplore** expo have focused on alternative educational opportunities, initially including homeschooling and later expanding to include informal schools (cottage schools) and private schools.






Homeschooling has gained significant popularity in South Africa, making the country one of the global leaders in the number of homeschooled children. Initially, this growth was a response to the weakening of the public education system, but homeschooling families quickly discovered its viable value. It revealed a way of life characterized by independence and freedom.

The target audience of **EduXplore** primarily consists of homeschooling and private school families who value lifelong learning and an adventurous life journey. These individuals see work not only as a means to earn money but as a calling that provides personal satisfaction.

The learning process extends beyond just the child and encompasses the entire family. Learning is an ongoing process and an integral part of life. **EduXplore** provides tools to prepare families for a future in a constantly changing world.

EduXplore is organized by the KragDag team (www.kragdag.co.za), which hosts the annual KragDag independence expos outside Pretoria and Cape Town.

Expos

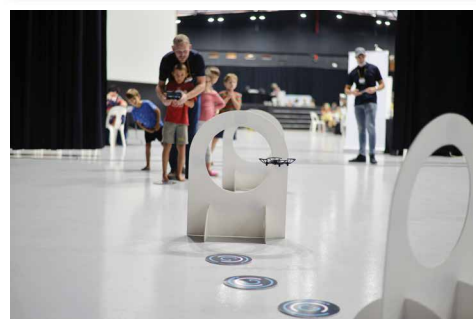
-  **EduXplore @ Sakeliga KragDag Wes-Kaap** 21-23 March 2024, Mōreson Plaas, Malmesbury
-  **EduXplore North Expo** 11 May 2024, Heartfelt Arena, Pretoria
-  **EduXplore @ Sakeliga KragDag Sentraal** 8-10 August 2024, Diamantvallei Landgoed
-  **KZN Home Education Expo** 14 September 2024, Venue will be confirmed
-  **Cape Home Education Expo** 12 October 2024, Venue will be confirmed

Expo Character

The **EduXplore** Expos are highlights in the calendar for educators, parents, and providers of educational resources who showcase their products and services to an engaged audience.

One of the most attractive aspects is the free admission for visitors, which lowers the barrier for attending this significant informational and educational event.

- **Interactive Exhibits**
- **Static Exhibits**
- **Kids Activities**
- **Young Entrepreneurs Exhibits**
- **Demonstrations**
- **Lectures / Workshops**



"The expo is always a must for our family. We are continually inspired by the talks. The children's activities were very cute this year!"

"I learned a lot, and there were many ideas. It's a good networking opportunity."

"A wide variety of exhibitors, children's activities, and affordable food options."

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Exhibitor Cosmos

- Home education
- Small schools
- Private schools
- Curriculum providers
- Teaching aids
- Extracurricular activities
- Tertiary institutions and training
- Gap years
- Training opportunities / Qualifications / Courses
- Support services
- Aptitude analysis
- Matric / NCS for adults
- Entrepreneurship
- Employers / Personnel agencies
- Finishing schools / Life skills camps
- Sports
- Outdoor activities
- Apprenticeships
- Hobbies

Marketing

- Database:
 - KragDag mailing list (over 95 000 addresses)
 - Homeschool Expo mailing list (over 5 000 addresses)
 - SAHomeschoolers (over 7 000 addresses)
- Social Media: Facebook, Instagram, and WhatsApp
- Street Posters in surrounding towns
- Organizations: Homeschoolers.org
- Media:
 - SA Homeschool Beat
 - The Parenting Hub
- Exhibitors: Distributing advertisements to exhibitors' client base
- "Word of Mouth"



Click on the image to watch the video



Apply today!



Online Applications

Apply online for the first time in 2024 at www.homeschoolexpo.co.za.

Payment

Once your application is approved, exhibitors will receive an invoice. Proof of payment can be sent directly to joey@kragdag.co.za.

Space Allocation

Stalls are allocated on a first-come, first-served basis, and we try to accommodate exhibitors' preferences as much as possible.

Cancellations and Refunds

Written cancellations will only be accepted before the closing date (5 April 2024), and a 30% administration fee will be charged for cancellations. There will be no fee refunds for cancellations after the closing date.

Program Advertisements/Articles

Submit the final artwork/400-word article for the full-color A5 printed expo program by 5 April 2024, according to the specifications:

	TEXT Height x Breadth	CUT Height x Breadth	BLEED Height x Breadth
FULL PAGE Portrait	194 x 132mm	210 x 148mm	220 x 158mm
HALF PAGE Landscape	89 x 132mm	105 x 148mm	115 x 158mm

Exhibitor Information

Exhibitors who have not occupied their exhibition space by 08:30 on the expo day will forfeit their exhibition space, which will be reallocated.

Exhibition Setup Times

Doors will open from 06:30 on the expo day for exhibitors to set up their exhibits.

Dismantling Times

No exhibitor will be allowed to dismantle their exhibit before 15:00.



CONTACT NUMBER: 087 231 1644

www.homeschoolexpo.co.za

EduXplore North Alternative Education Expo

11 MAY 2024
HEARTFELT ARENA
09:00 - 15:00

Packages

EXPO SPONSOR
R 18 400

2 x 3x3m booths with shell schemes | 3 x tables with tablecloths | 6 chairs | Power point | Pamphlet distribution | Full-page full-color advertisement and article in the A5 expo program | Banners at registration and in the tea garden | Banner in the lecture room | Logo on the website | Contact details in the printed program and on the website.

PROMINENCE PACKAGE
R 7 900

1 x 3x3m booth with a shell scheme | 2 x tables and tablecloths | 4 chairs | Power point | Pamphlet distribution | Full-page full-color advertisement or article in the A5 expo program | Banners at registration and in the tea garden | Banner in the lecture room | Logo on the website | Contact details in the printed program and on the website.

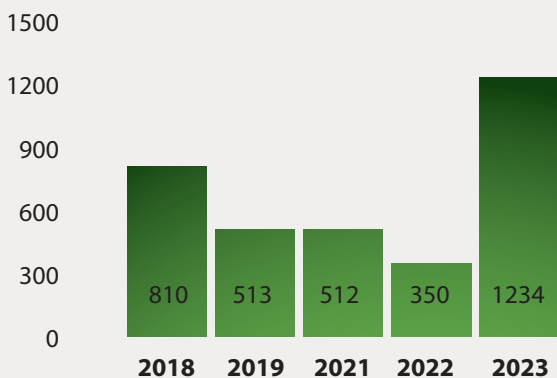
BASIC PACKAGE
R 4 400

1 x 3x3m booth with a shell scheme | 1 x table and tablecloth | 2 chairs | Power point | Contact details listed in the printed program and on the website.

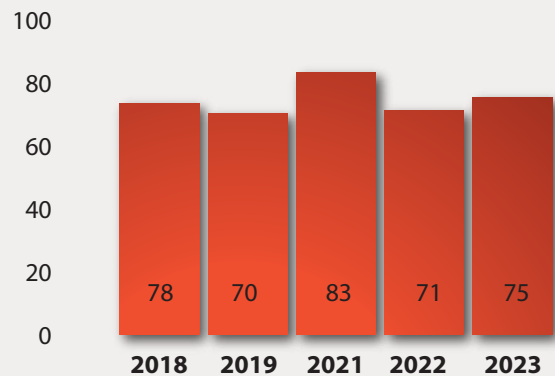
TABLE
R 1 000

1 x table and tablecloth | 2 chairs | Power point | Contact details listed in the printed program and on the website.

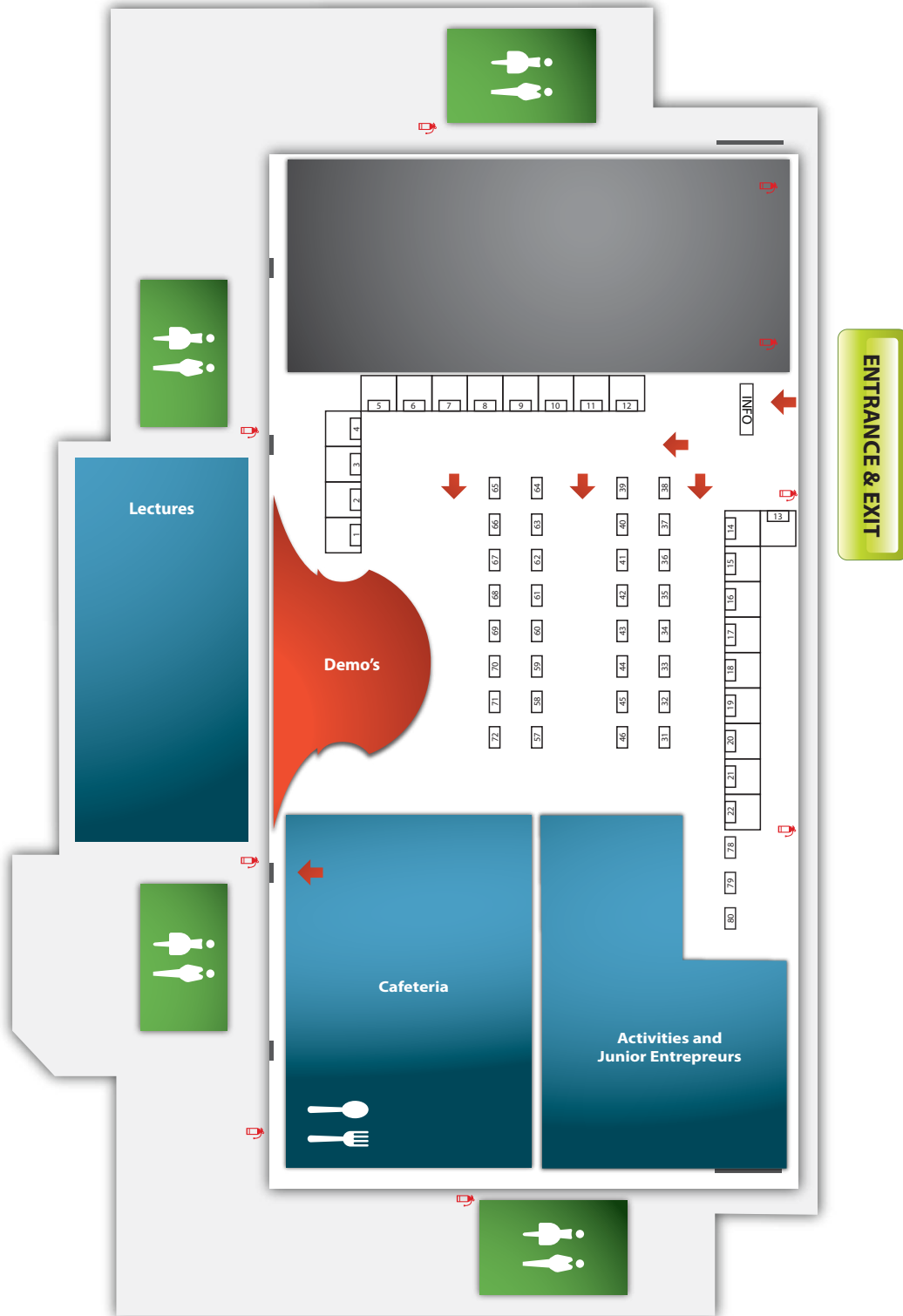
Visitors Numbers



Exhibitors Numbers



Terrain Layout



* Layout may be amended.