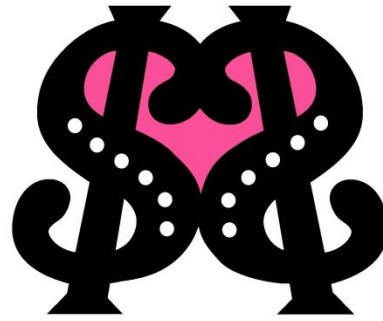
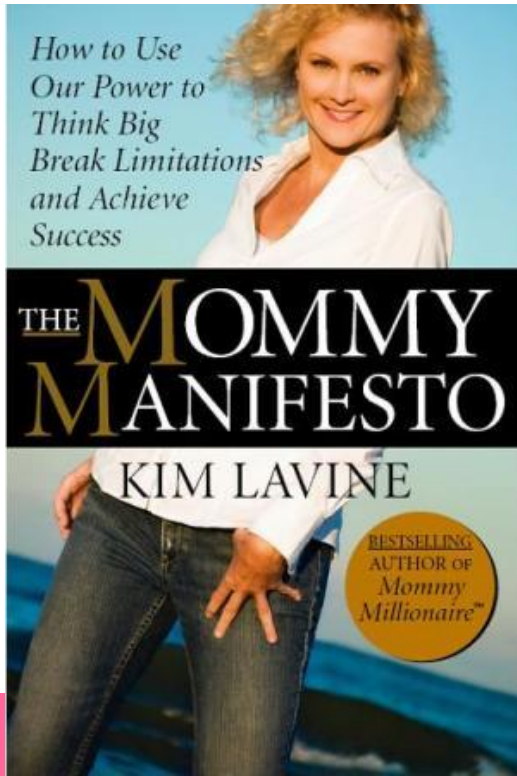


Seen everywhere



Buy Mom™

MOMMY MILLIONAIRE™

Critically-Acclaimed, Best-Selling Author

Kim Lavine

*P*RESENTS

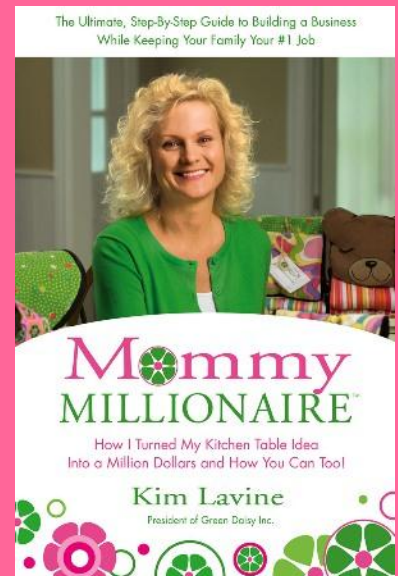
What's **NEW**, What's **NEXT**,
What's HOT!!



The Atlanta International Gift & Home
Furnishings Market®

AMERICASMART - JULY 13-17TH 2012

BUY MOM® provides both retailers and consumers alike a quality seal of assurance they can trust by leveraging the expertise of MOMMY MILLIONAIRE® to bring mom-invented and mom-approved products to the SHELVES OF MAJOR RETAILERS ACROSS THE COUNTRY.





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MOMMY MILLIONAIRE[™]



Seen everywhere



WHO

"I'm representing the products of up to 6 EXHIBITORS at this show as my personal picks as THE NEXT BIG THING, certified to be SHELF-READY for 1,000's of BIG and small RETAILERS across the country!"

Kim Lavine

SAVE THOUSANDS OF DOLLARS in costs of having to attend a tradeshow alone, while getting ORDERING INFORMATION for your products in hands of MOTIVATED WHOLESALE BUYERS, including BIG NATIONAL RETAILERS!

HAVE FUN while working hard and make PROFESSIONAL CONNECTIONS with peers and potential business partners that will last a lifetime.

LEARN FIRST-HAND FROM KIM LAVINE HOW TO GET THE MOST OUT OF YOUR TRADESHOW DOLLAR AND SELL!!

WHAT

TAKE YOUR BUSINESS TO THE NEXT LEVEL AND GET YOUR PRODUCTS IN FRONT OF 150,000+ RETAIL BUYERS ACROSS THE U.S.--INCLUDING BIG RETAILERS—as an exhibitor WITH BUY MOM[®] at AmericasMart for the July 2012 International Gift and Home Furnishings show!

This will be your opportunity to mentor with Kim Lavine personally as she teaches you HOW TO SELL on the floor of the show, as well as how to get the most out of your tradeshow dollar. From working the press room, to making contacts in permanent showrooms, you will take advantage of Kim's own priceless expertise working the country's top tradeshows to take YOUR PRODUCTS TO THE NEXT LEVEL!

WHEN

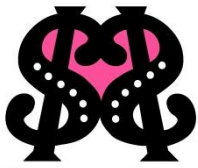
Show Hours: Beginning at 9am Friday July 13th through Tuesday July 17th at 2pm. Set up of your exhibit space in the booth is required by no later than Thursday July 12th at 2pm

WHERE

The Atlanta International Gift and Home Furnishings Market at AmericasMart www.americasmart.com

WHY

Many of the exhibitors who joined us at previous shows have gone on to FABULOUS SUCCESS! After meeting buyers from NORDSTROM, QVC, BED BATH & BEYOND, WALGREENS, DILLARDS, HALLMARK, PENNEYS and more at the market, or as a result of taking Kim's course [BREAK DOWN THE DOORS OF BIG RETAIL](#) they are rolling out to TOP RETAILERS ACROSS THE COUNTRY!



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MOMMY MILLIONAIRE[™]



Seen everywhere



GET FACE-TO-FACE with the industry's 100 MOST POWERFUL RETAILERS plus thousands of specialty store owners, distributors, reps, and key buying groups representing hundreds of WHOLESALERS including:

WHO'S WHO OF RETAILERS SHOP AMERICASMART

WHO SHOPS THERE

- Specialty Boutiques
- Retailers
- Catalogs
- Home Centers
- Merchants
- Gift & Decorative
- Children's Stores
- Interior Designers
- Accessory Stores
- Souvenir Stores
- Gourmet Food Stores
- Jewelry & Fine
- Hospital Gift Shops
- Museums
- Garden Shops
- Retailers
- Event Planners
- Hotels/Spas
- Wineries
- Resorts
- Home Furnishings
- Department Stores
- Hardware Stores/
- Discount/Mass
- Linens Stores
- Accessories Stores
- Hospitality Buyers
- Apparel & Fashion
- Online Retailers
- Sports-related Stores
- Housewares Stores
- Gift Stores
- Buying Groups
- Zoos & Aquariums
- Nurseries/Nature
- Amusement Parks
- Country Clubs
- Caterers
- Bed & Breakfasts
- Casinos
- Other

- Ace Hardware
- Anthropologie
- Barnes & Noble
- Bassett
- Belk
- Bloomingdale's
- Boscov's
- Cabela's
- Century 21 Department Stores
- Colonial Williamsburg
- Costco
- Dillard's
- Do It Best
- Family Christian Stores
- Frontgate
- Hallmark
- Hamrick's
- Home Depot
- Horchow
- Kirlin's Hallmark Stores
- The Limited
- Macy's
- Neiman Marcus
- Norman's
- Renaissance Imports
- The Rock and Roll Hall of Fame
- Ross
- Schnuck's Markets
- Spencer's Gifts
- TJMaxx
- Urban Outfitters
- Williams-Sonoma
- Z Gallerie
- ABC Carpet/Home
- Ashley Furniture
- Bass Pro Shops
- Bealls
- Bergdorf Goodman
- Bon Ton
- Brookstone
- Caesars Entertainment
- Coldwater Creek
- The Company Store
- Cracker Barrel
- Disney/WDW
- Dollar General
- Football Fanatics
- Gordmans
- Hammacher Schlemmer
- Havertys Furniture
- Home Goods
- HSN
- Kohl's
- Lowe's
- Nebraska Furniture Mart
- Nordstrom
- Palmer Marketing
- Robb & Stucky
- Room Service Home
- Sak's Fifth Avenue
- Southwest Buying Group
- Target
- True Value
- Walmart
- Whole Foods
- TO NAME A FEW!



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MOMMY MILLIONAIRE™



Seen everywhere



Buy Mom™
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Seen everywhere

KIM LAVINE, bestselling author
of MOMMY MILLIONAIRE

• PRESENTS •

THE NEXT BIG THING!

PooDunki® Made in the U.S.A.	WhippyClip™
Stikitty™	ChairFlair
BAND-TASTIC! BEVERAGE BAND	busyBELT™

What's **NEW** What's **NEXT** What's **HOT!**

Visit www.BUY-MOM.com to order now

BLDG 3 BOOTH 5-1906

GET PROMOTED in A QUARTER PAGE AD in The Market Magazine, mailed to 200,000+ wholesale buyers 6-8 weeks before the show. directing retailers in search of THE NEXT BIG THING for their stores to order our product lines at the SHOW and the BUY MOM website.

THE MARKET MAGAZINE – Where AMERICA'S RETAILERS come to SHOP!

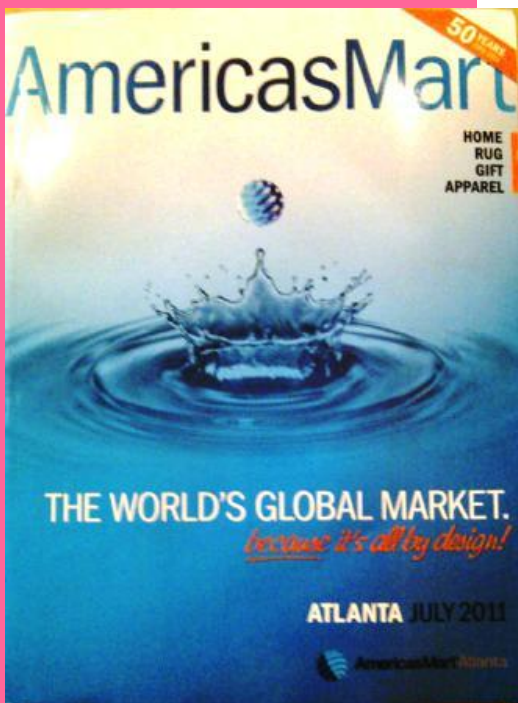
INVITE BUYERS TO YOUR DOOR with an ad in the trade magazine that gets results!

- Sent to over 200,000 RETAILERS NATIONWIDE, *AmericasMart Magazine* has the largest circulation of any industry publication.
- Retailers consider it a “sneak-peek” at what’s in-store at market, as well as a KEY RESOURCE for trend information.
- 93% of retailers CONTACT companies that advertise
- 55% of retailers PLACE ORDERS with companies that advertise
- Reach prospective buyers before, during, and after-market with a publication that BIG AND SMALL RETAILERS ALIKE SHOP FROM!
- GET A 4-6 MONTH SHELF LIFE ON YOUR AD DOLLAR--a great return on investment

INCLUDES PLACEMENT ON THE
AMERICASMART ONLINE MARKETPLACE

WHERE 100,000 RETAILERS shop each month!

- Our BUY MOM catalog will be featured for a minimum of TWO MONTHS on THE destination on the web where retail buyers across the United States COME TO SHOP IN WHOLESALE QUANTITIES.
- AmericasMart Online Virtual Marketplace receives 80,000 TO 100,000 UNIQUE VISITS BY WHOLESALE BUYERS EACH MONTH.





Buy Mom™
MOMMY MILLIONAIRE™



Seen everywhere

How to Use Our Power to Think Big, Break Limitations, and Achieve Success

THE MOMMY MANIFESTO
KIM LAVINE
ESTABLISHING AUTHOR OF Mommy Millionaire

Buy Mom™ MOMMY MILLIONAIRE™
KIM LAVINE critically-acclaimed bestselling author
Presents

What's **NEW** What's **NEXT** What's **HOT!**

Today, USA Today, Oprah, CNN, NBC, ABC, NPR, Guideposts
Seen everywhere

LIPSTIX REMIX KASHA ritter®
BOMBINIZZ™
THE NECK'S BEST THING! **nescot. justme™** JOANNE JOLEE

Visit www.BUY-MOM.com to order now
BLDG 3 BOOTH 5-1906

GET FEATURED in a PRINT VERSION OF THE BUY MOM CATALOG, distributed to thousands of WHOLESALE BUYERS at the biggest wholesale tradeshow in America--[AMERICASMART!](http://AMERICASMART.com)

Get your product's SELL SHEET featured in a FULL PAGE SPREAD in the Printed Buy Mom Catalog, included in the cost of exhibiting with BUY MOM!

DON'T HAVE A SELL SHEET?

For an extra fee, tap into the real-world expertise of our world-class designers to produce a SELL SHEET that SELLS!

We know what retailers are looking for and we focus on making you and your products look like a million bucks! Use our real-world experience making SALES TO TOP RETAILERS to build a compelling and exciting brand story around your product's RETAIL OPPORTUNITY!

LIPSTIX REMIX

THE REVOLUTIONARY BEAUTY BREAKTHROUGH

CUSTOM COLOR LIPSTICK FOR PENNIES A TUBE
It's as easy as MIX-MEET and MOE! Lipstix® is the fun, easy and affordable way to recycle your lipstick leftovers, and create professionally shaped perfect lipstick in just minutes! The secret is in the patented Lipstix Magic Molder, which allows you to create professional lipstick right down to the stamper to design for only pennies a tube!

AN \$8 BILLION RETAILING OPPORTUNITY

LIPSTIX REMIX WAS PUT TO THE TEST ON THE RACHEL RAY SHOW

"I Love It! I want it!"
"This one comes to Mami!"

TURN LEFTOVER LIPSTICK INTO FRESH CUSTOM COLORS

- 52 Million American Women have an average of 21 tubes of unused lipstick sitting at home worth almost \$20
- Give 52 Million Women beautiful lips while saving them money at a \$14.95 retail cost--an \$8 Billion retailing opportunity.

Dvine Innovations, LLC | PO Box 50441 Knoxville, TN 37950 • 865.233.9979 • www.lipstixremix.com

Fine Art • Yogi Mats = The Next Cross Phenomenon!

Introducing The Hot, New Designer Accessory That Will Revolutionize The Multi-Billion Dollar Handbag Market

KASHA ritter®
Feel. Real. Art.

Reason Why You Think Matters: They Are Longing To Be One With You And Make You Feel Amazing!

Because The Inside Matters: Make Your Big Inside Your Heart!

On Your Body, Mind And Heart

THE HIP, MODERN alternative to old-fashioned quilted DESIGNER BAGS.

QUESTION: When it comes to designer accessories, what matters most: Design? Or functionality?

ANSWER: BOTH! Now 88.5 Million women who carry over 212 Million purses in America can Have Their Art And Carry It Too!

"These bags are fabulous! We used out in two weeks! A real treat for every style!" -Tara J. Takala, Kasha's Vintage

"I dropped my purse in the snow and just laughed because I knew everything was safe, and dry inside. Call 'em 'Yogi Mats'!" -Dana Johnson, New Jersey

A PHENOMENON IN THE MAKING!
Bringing together fine art and novel materials to create a signature bag, women are collecting purses for the art piece that adorns them.

"I adore Kasha Ritter's bags! I now own six of these beauties and there is no end in sight!" -Susan J. Street, Illinois

"These bags are selling! There is a lot of interest in the art!" -Jason Wilson, Ohio, 4/15/10, NYC 1/11

Renowned artist KASHA RITTER sells her original paintings in major US galleries for thousands of dollars a year. Demand for her paintings exceeds her ability to produce and her star is rising in the serious art world across America.

Kasha is on a mission to bring extraordinary art into the ordinary everyday lives of women across America with the introduction of her new line of signature bags and stunning clutch prints.

KASHA RITTER • 220 MILLER AVE. LOUISVILLE, KY 40202 • KASHARITTER.COM • 502-429-8939 • WWW.KASHARITTER.COM

INTRODUCING **NESCOT**
THE NECK'S BEST THING!

IT'S THE NECK'S BEST THING FOR WARMTH AND FASHION!

The NESCOT™ blends the styles of neck, scarf and ascot into one fashionable, functional accessory while warming the chest and neck from the cold weather in style with soft, comfortable designer fabrics that can be worn under any V-neck garments, coats, winter jackets, sweaters, hoodies, or cardigans, etc!

The NESCOT™ will revolutionize the retail thermal neckwear market: There are 300 million people in the United States alone that could use this product! At a suggested retail price of \$25-\$30, even 10% of the market represents an opportunity of \$7-\$9 billion to the retailer!

The NESCOT™ is available in four collections: Designer, Distinctive, Collegiate, and Innovative. Collections are packaged in 24 units per case.

The NESCOT™ is available in Small (fits neck size 12-13), Medium (fits neck size 14-15), and Large (fits neck size 16-17). The patent-pending design is proudly made in the USA and is available in high-quality, anti-pill fleece or short pile faux fur!

CHOOSE FROM A VARIETY OF COLORS AND PATTERNS!

"Wow! The NESCOT will sell like crazy! This is exactly the kind of idea that makes a lot of money -- it is simple, inexpensive, appeals to a wide variety of people, and solves a problem!"
-Cynthia Haskins, President/Coach, Jan. 2011

THE NESCOT IS SIMPLY THE "MUST-HAVE" ITEM FOR HOLIDAY GIFT GIVING 2012!

THE NESCOT, LLC
Rafaela Wall, Owner/Designer
T. 502-480-2694 | www.nescot.net | www.thanescot.com
6001 Thebes, IL 61880-1231 (Original location: Thebes, IL) and 2000 Thebes, IL



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MOMMY MILLIONAIRE[™]

Seen everywhere



GET THE ATTENTION OF MAJOR INDUSTRY MEDIA by distributing a BLOCKBUSTER PRESS KIT at AmericasMart PRESS ROOM, and to writers, producers and editors who walk the floors on the hunt for THE NEXT BIG THING!

Today's media is constantly on the hunt for the latest products and trends. Your products could easily make the headlines with one of the dozens of publications that attend our market.



- | | |
|----------------------------|---------------------------------|
| Architectural Digest | Better Homes & Gardens |
| Birding Business | Casual Living |
| Cooking with Paula Dean | Country Business |
| Country Living | Floor Covering News |
| Furniture Today | Gifts & Decorative Accessories |
| Giftware News | Gourmet Retailer |
| HFN | HGTV.com |
| Home Accents Today | Home Fashion & Furniture Trends |
| Kids Today | Kitchenware News |
| Rug Insider | Rug News |
| Sandra Lee's Semi-Homemade | Southern Living |
| Tableware Today | Taste of the South |
| Traditional Home | Veranda |
| Victoria | and more |



PACKED BOOTH at AmericasMart January 2012



Soraya of GLITTER MY TATOO with her niece at dinner at The Buckhead Diner AmericasMart July 2011

INFO@MOMMYMILLIONAIRE.COM

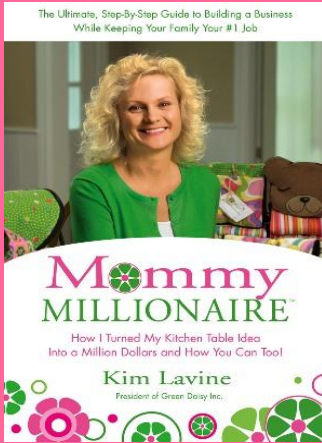
616.607.2030



Buy Mom™ MOMMY MILLIONAIRE™



Seen everywhere



GET SERIOUS about making serious MONEY, tapping into Kim Lavine's critically-acclaimed, bestselling business expertise in the booth at the show!

Identified as America's Expert on Inspirational Business Advice, Kim Lavine has transformed the lives of millions who have read her books, watched her on TV, listened to her on the radio, and were inspired by hearing her speak to change their lives in powerful ways.

The New York Times

BusinessWeek

"MOMMY MILLIONAIRE is an inspiring gift and road map to success for anyone who's ever had a dream."



"Loaded with resources for a fledgling business." *USA Today*



"An impressive entrepreneurial saga. A top-notch how-to guide on launching a business. A rare gem." *Publishers Weekly*

strategy+business

A Best Business Book of 2007: "Breaks new ground in the crowded field of startup sagas. Fresh and relevant."



"How inspiring you have been to me. A year after reading MOMMY MILLIONAIRE, I have seen amazing success. I was chosen to be part of Target's 2008 Parent Invented Products Program. Now I'm in Target, Wal-Mart and Babies-R-Us. I could not have done it without your words." *Sari Crevin - Booginhead.com*

Her advice and empowering encouragement has touched and inspired women around the world through her appearances on The Today Show, Rachel Ray, Good Morning America, NBC & ABC news, CNN, CNBC, FOX, NPR, Oprah & Friends Radio Network, LifetimeTV.com, and features in *USA Today*, *Country Living*, *Guideposts*, *Inc.*, *Business Week*, *Entrepreneur*, *Women's World*, and *American Baby* to name a few.

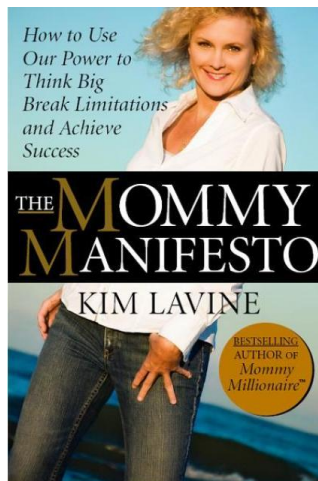
Kim is on a mission to put the heart back in business and help kick-start a MILLION NEW BUSINESSES in America, by empowering people to follow their dreams, inspiring them with hope, honesty and faith.

“Everything begins with a search for something better--a dream,

an idea, the courage to face a challenge, and the passion to get it done.

You can do it.
Believe in yourself.
Change the rules.
Join the revolution."

From MOMMY MILLIONAIRE, Kim Lavine



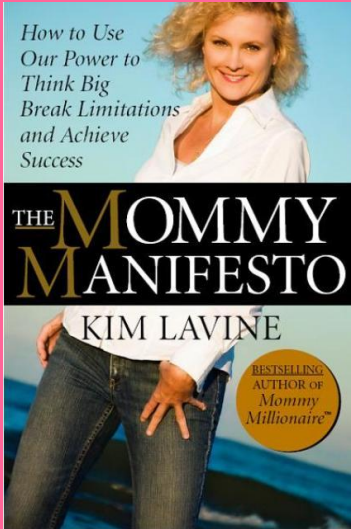


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COST



"I'm representing the products of up to 6 EXHIBITORS at this show at a COST OF \$3,500 EACH.

All advance publicity, advertising collateral, online catalog, order sheets, and lighting are included in the cost, offering the opportunity to save thousands."

SPACE IS EXTREMELY LIMITED. PREVIOUS OPPORTUNITIES HAVE SOLD OUT IN DAYS.

SPOTS MUST BE GUARANTEED WITH FULL PAYMENT OF \$3,500. FIRST COME, FIRST SERVED.

CALL 616.607.2030 OR INFO@MOMMYMILLIONAIRE.COM TO TALK TO A MEMBER OF OUR TEAM TODAY!

You could spend \$10,000 exhibiting at this show alone! SAVE THOUSANDS OF DOLLARS and unnecessary STRESS from having to manage complex logistics ALONE, and get the MOST BENEFIT OUT OF EVERY DOLLAR YOU SPEND!

INCLUDES

- EXHIBIT SPACE in the booth
- ONE-ON-ONE COACHING WITH KIM LAVINE at the show
- ¼ PAGE AD in THE MARKET MAGAZINE, sent to 200,000 retailers
- FULL PAGE SPREAD in the BUY MOM CATALOG
- TWO MONTH LISTING on the AmericasMart Virtual Storefront, where 100,000 retailers shop each month
- TWO MONTHS OF ONLINE PROMOTION at the new BUY MOM WEBSITE
- EXPOSURE TO TOP MEDIA attending the show
- WHOLESALE AND RETAIL advance order taking for TWO MONTHS, supported by a TOLL-FREE CUSTOMER SERVICE NUMBER STAFFED BY BUY MOM.
- Learn how to Connect with DISTRIBUTORS
- Search out representation in PERMANENT SHOWROOMS
- Source INTERNATIONAL MANUFACTURERS
- SHARE ROOM COSTS with fellow exhibitors
- Learn how to MERCHANDISE your exhibit
- Learn HOW TO PITCH buyers at the show
- HAVE FUN with your peers
- Learn what a SHOW SPECIAL is and how to use it
- Includes all LINE SHEETS
- ALL BOOTH FURNISHINGS, FIXTURES, LIGHTING, ELECTRICAL, CARPET, SIGNAGE, WALLS AND EXHIBIT SPACE ARE INCLUDED IN YOUR COST! You just set up your table and SELL!

WE HANDLE ALL THE COMPLICATED LOGISTICS SO YOU CAN FOCUS ON ONE THING - *SELLING!!*

ATTENTION: I'm putting my reputation on the line to offer retailers only the BEST NEW PRODUCTS, designed to be shelf-ready for MAJOR DISTRIBUTION. You must be a graduate of my course "BREAK DOWN THE DOORS OF BIG RETAL" To exhibit with BUY MOM.

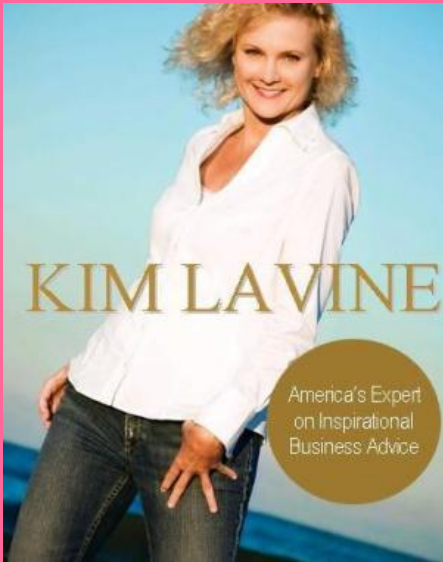


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Seen everywhere

Are you ready to *GET*
SERIOUS about making
Serious MONEY?



*"Channels of distribution are the
keys to the millionaire kingdom."*

*"Do you have a MILLION DOLLAR IDEA?
Then WHAT'S HOLDING YOU BACK from
getting your hare? We're going to KICK IT
TO THE CURB in this coaching group,
personally led and mentored by me!"*

You don't need Reps, Publicists, Social
Media, Websites--OR EVEN SHARKS--to
make a MILLION DOLLARS IN SALES! I
made millions in sales BEFORE I got
famous for making millions in sales--AND
YOU CAN TOO!

Join my select group of MILLION DOLLAR
PRODUCT entrepreneurs in this 8 WEEK
COURSE as we *BREAK DOWN DOORS
OF BIG AND SMALL, DISCOUNT AND
SPECIALTY RETAILERS, ACROSS THE
US AND EVEN THE WORLD!*

I'm turning sales into a system by PERSONALLY
leading 8 weeks of SALES BOOT CAMP. You'll learn
everything you need to TAKE YOUR SALES--AND
REVENUES--TO THE NEXT LEVEL including:

PRICING: LEARN the secrets of pricing your product for big retailers, including
what their "SWEET SPOT" mark-up percentage is. I'll teach you how to use my own
proven strategies I've developed from selling products to America's biggest retailers
to not only MAKE THE SALE, but MAKE MONEY AT THE SAME TIME!

SELL SHEETS: LEARN what goes into a successful SELL SHEET and use it to
empower buyers to RAPID ROLL OUT of your product line into all their stores. I'll
teach you what KEY SELLING POINTS are for every retailer--big or small--and
show you how to use them to SELL MORE products to not only retailers, but their
buyers!

PRESS KITS: LEARN the secrets of a KILLER PRESS KIT and use it to open
doors to publicity that sells products. I'll show you how I created a press kit that at
my own kitchen table that was personally handed to the President of Saks and his
board of Directors by my buyer--resulting in roll-out to 240 stores in 3 months!

LINE SHEETS: LEARN what it takes to create PROFESSIONAL LINE SHEETS
that will get you fast-tracked into stores using EDI--Electronic Data Interchange.
Don't know what EDI is? You MUST find out how to navigate this complex
landscape to open the doors to mass-market distribution! Not knowing is NOT AN
OPTION!

PUBLICITY: LEARN how to CONVERT PUBLICITY INTO CASH. I'll teach you
how to create a well-thought out publicity campaign like the ones I've paid tens of
thousands of dollars to NY publicists to do. If you're spending time, money, and
energy chasing down publicity INSTEAD OF SALES, you are losing money--not
making it.

PROSPECTING: LEARN how to prospect MILLION DOLLAR SALES LEADS in
new ways that nobody else is doing right now! I'll teach you how to get the
COMPETITIVE ADVANTAGE by intelligently developing buyer contacts. Stop
wasting time and money sending costly samples and press kits to the wrong people
and start sending them to the MILLION DOLLAR PROSPECTS!

SALES: LEARN not only how to MAKE THE SALE, but KEEP THE SALE! I'll teach
you my own personal secrets for not only selling into major retailers like Saks,
Macy's and Bed Bath & Beyond, but for driving record sell-throughs too, week after
week.

ADVERTISING, TRADESHOWS, EDI, FOLLOW-UP, COLD-CALLS,
FORECASTING---CASHING CHECKS!

THIS ISN'T GOING TO BE EASY BUT YOU WILL BE SUCCESSFUL!