

# Meet our consultant team and learn how you can profit from the fastest-growing exercise trend in North America

The STOTT PILATES Club System is designed to provide quality fitness facilities with a solid business model to maximize return on investment. Use this sample scenario to calculate how significant profits can accumulate for your operation.

## Financial Projections Sample Scenario in CDN dollars

### small group reformer training in your facility

<b>based on 5 reformers per class</b>	<b>1st year</b>
Gross Revenue	\$ 79,560
\$90 per class x 884 classes per year	
5 clients per class x \$18 each = \$90 per class,	
17 classes per week x 52 weeks = 884 classes per year	
Instructor Costs	\$ (26,520)
\$30 per class x 884 classes per year	
<b>surplus</b>	<b>\$ 53,040</b>

### private sessions

14 sessions per week	\$ 36,400
\$50 each = \$700 per week x 52 weeks	
Instructor Costs	\$ (21,840)
\$30 per session x 728 sessions	

<b>surplus</b>	<b>\$ 14,560</b>
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### semi-private sessions

9 sessions per week	\$ 32,760
\$35 each x 2 people = \$630 x 52 weeks	
Instructor Costs	\$ (14,040)
\$30 per session x 468 sessions	

<b>surplus</b>	<b>\$ 18,720</b>
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<b>surplus — all programs</b>	<b>\$ 86,320</b>
Less: Equipment Lease Expenses*	\$ (4,478)

<b>subtotal surplus</b>	<b>\$ 81,842</b>
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<b>pro-shop video sales opportunity**</b>	<b>\$ 12,954</b>
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<b>net surplus — year one</b>	<b>\$ 94,796</b>
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\* Based on sample STOTT PILATES studio equipment set-up in a 400-square foot dedicated or multi-purpose space with one instructor.

- 5 Rack & Roll™ Reformers      ■ 1 Rolling Base
- 5 Reformer Boxes                ■ 5 pair Long Spine Straps

\*\* Based on sales of 2 merchandising pre-packs per month.

**To book your appointment: e-mail [erin@stottpilates.com](mailto:erin@stottpilates.com) or call 1-888-910-0001.**

## Market your club or studio

Receive a Promotional Marketing Kit, including postcards, t-shirts, published articles, a banner, and more with a \$15,000 equipment purchase, a value of **\$1,100**.



For more details, visit our booth.

## Video Sales Opportunity



The STOTT PILATES video library includes more than 60 titles – ranging from *Essential Matwork™* to *Advanced Reformer* – making it the most comprehensive collection of instructional pilates videos in the world. STOTT PILATES videos can be purchased in volume for resale, providing surplus revenue for your facility.

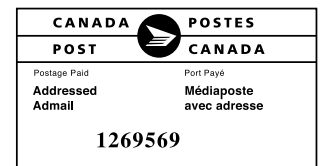
**Imagine over \$13,000 added to your bottom line. Ask us how.**

Receive a **FREE** Point of Purchase Display and **FREE** shipping with your purchase of 48 videos and/or DVDs at wholesale.

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# STOTT PILATES™

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INTELLIGENT EXERCISE. PROFOUND RESULTS.®

## Join us at the Can-Fit-Pro 2004 Toronto Conference and Trade Show, August 19–21, 2004

- **SAVE** ON EQUIPMENT PURCHASES
- **WIN** A \$250 GIFT CERTIFICATE
- **RECEIVE** A FREE SPORTS CAP
- **PROFIT** FROM PILATES

Metro Toronto Convention Centre  
(South Hall)

**tradeshow hall hours:**

Friday, August 20: 12:30pm-7:30pm

Saturday, August 21: 10am-6:30pm

Get a free tradeshow pass

**e-mail:** [events@stottpilates.com](mailto:events@stottpilates.com) or

call 1-800-910-0001 ext. 264



# Take advantage of our show specials

At STOTT PILATES, we take great pride in the superior design and professional craftsmanship of every piece of equipment we manufacture. The choice of sports teams, health professionals and fitness facilities worldwide.

Save 25% on Demo Equipment and Accessories: \*



Professional Reformer reg. \$4395  
show special: **\$3296**



Rack & Roll Reformer reg. \$3595  
show special: **\$2696**



Rehab Reformer & Vertical Frame. reg. \$6515  
show special: **\$4886**

**Bonus:** Purchase 5 Rack & Roll Reformers and receive a Rolling Storage Base and 5 Pro Reformer Boxes. save: **\$1850**

**Bonus:** Receive a **free** Mat Converter when ordered by Aug 3 '04. value of: **\$345**



Split-Pedal Stability Chair reg. \$1640  
show special: **\$1230**



Pro Reformer Box reg. \$250  
show special: **\$187**



Foam Grip Handles reg. \$46 pr  
show special: **\$34 pr**



Large Jumpboard reg. \$350  
show special: **\$262**



Padded Platform Extender reg. \$180  
show special: **\$135**

## Enhance your mind, body & career

with STOTT PILATES education pre-conference workshops and these award-winning instructors.

Earn up to 0.4 ACE CECs; Up to 0.4 STOTT PILATES CECs;  
4.0 FIS / PTS / MBS / NWS

Functional Fitness for Golf & Racquet Sports with STOTT PILATES Matwork™  
(WS) 10am–2pm with **PJ O'Clair**



Fitness Instructors and personal trainers will gain a better understanding of the conditioning requirements associated with golf and tennis, squash or other racquet sports. Learn to break down the movements used in these sports, and a series of STOTT PILATES exercises designed specifically for your client. This Matwork-based session incorporates the use of small equipment like a mat, the Fitness Circle® resistance ring, Flex-Band® exerciser, and small weighted hand-grip balls.

**cost per workshop:** ■ Member Delegate \$149 ■ Member Non-Delegate \$189 ■ Non-member Delegate \$199 ■ Non-member Non-delegate \$249

**bonus:** register for either pre-con workshop and receive a gift certificate for a free video or DVD to be redeemed at the STOTT PILATES booth at Can-Fit-Pro Toronto. a retail value of up to \$24.95.

**To register contact Can-Fit-Pro at 1-800-667-5622 or visit [www.canfitpro.com](http://www.canfitpro.com)**

Functional Fitness for Golf & Racquet Sports with STOTT PILATES Reformer  
(WS) 3pm–7pm with **Beth Evans**



If you work with golfers and racquet sport participants, this workshop is for you! Gain an understanding of the special conditioning requirements of golfers and racquet sports. Break down the movements used in these sports and teach participants a specific series of exercises performed on the STOTT PILATES Reformer. Experience the unique benefits of working with the Reformer to enhance core stability, body awareness, and general conditioning.

Plus: pay no shipping on products picked up at the end of the expo hours.

Call 1-800-910-0001 ext. 264 or email [sales@stottpilates.com](mailto:sales@stottpilates.com) to reserve your equipment today!

\*All offers described available at Can-Fit-Pro Toronto 2004 only. Black upholstery only. Products must be picked up by 6pm, Saturday August 21, 2004. Prices do not include applicable taxes.

Save up to 40% on Personal Training and Group Exercise Demo Equipment: \*



Arc Barrel *reg. \$215*  
**show special: \$159**



Spine Supporter *reg. \$214*  
**show special: \$159**



Deluxe Pilates Mat *reg. \$79.95*  
**show special: \$59**



Pilates Express Mat *reg. \$49.95*  
**show special: \$37**



Foam Roller *reg. \$27.95*  
**show special: \$16**



12" or 14" Fitness Circle® Pro *reg. \$69.95 ea*  
**show special: \$52 ea**



Fitness Circle® Lite *reg. \$44.95*  
**show special: \$33**



Weighted Hand-Grip Ball, 2lbs *reg. \$15.95 ea*  
**show special: \$13 ea**

## Hot off the presses

Available at the Can-Fit-Pro Toronto in August, get the **Complete Stability Chair Manual & Complete Arc Barrel Manual** while quantities last, or order online at [www.stottpilates.com](http://www.stottpilates.com).

Like the others of the series, these teaching manuals offer a step-by-step breakdown of each exercise in the repertoire. Detailed photography illustrates each move.



## Receive a free sports cap

Enjoy a complimentary, 20-minute STOTT PILATES workout on the Reformer, Split-Pedal Stability Chair or Cadillac Trapeze Table and get a top-quality sports cap on us.



**Attend our educational product demonstrations on various equipment at the following times:**

Friday, **Aug 20** @ 1pm, 3pm, 6pm  
Saturday, **Aug 21** @ 12pm, 2pm, 5pm

## Buy 3, get 1 free

Buy any 3 STOTT PILATES videos or DVDs and get a 4th video (of least value) at no additional charge\*.



\*may not be combined with other offers

## Enter to win

Fill out a ballot at our booth for your chance to win a \$250 Gift Certificate, redeemable on all STOTT PILATES products and services.