

STOTT PILATES™

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INTELLIGENT EXERCISE. PROFOUND RESULTS.®

Join us at the IDEA World Fitness Convention in San Diego, July 7–10, 2004

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

San Diego Convention Center tradeshow hall hours:

Wednesday, July 7: 6pm-9pm

Thursday, July 8: 11:30am-6pm

Friday, July 9: 12pm-6pm

Saturday, July 10: 12pm-6:30pm

Get a free tradeshow pass

e-mail: events@stottpilates.com or
call 1-800-910-0001 ext. 227



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. \$2945
show special: **\$2208**



Rack & Roll Reformer reg. \$2395
show special: **\$1796**



Rehab Reformer & Vertical Frame. reg. \$4345
show special: **\$3258**

Bonus: Purchase 5 Rack & Roll Reformers and receive a Rolling Storage Base and 5 Pro Reformer Boxes. save: **\$1245**

Bonus: Receive a **free** Mat Converter when ordered by July 1 '04. value of: **\$235**



Split-Pedal Stability Chair reg. \$1125
show special: **\$843**



Pro Reformer Box reg. \$169
show special: **\$126**



Foam Grip Handles reg. \$32 pr
show special: **\$24 pr**



Large Jumpboard reg. \$235
show special: **\$176**



Padded Platform Extender reg. \$125
show special: **\$93**

Enhance your mind, body & career

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

013
Functional Fitness for Golf & Racquet Sports with STOTT PILATES Reformer
(WS) 8am – 12pm with **John Garey, MS**



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.

014
Functional Fitness for Golf & Racquet Sports with STOTT PILATES Matwork™
(WS) 1pm – 5pm 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 \$185, Non-member \$205 Earn up to 0.4 ACE CECs; Up to 0.4 STOTT PILATES CECs.

To register contact **IDEA Health & Fitness at 1-800-999-4332 or visit www.idealife.com.**

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

Call 1-800-910-0001 ext. 227 or email sales@stottpilates.com to reserve your equipment today!

*All offers described available at IDEA World Fitness Convention 2004 only. Black upholstery only. Products must be picked up by 6pm, Saturday July 10, 2004. Prices do not include applicable taxes.

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



Arc Barrel *reg. \$145*
show special: \$89



Spine Supporter *reg. \$149*
show special: \$89



Deluxe Pilates Mat *reg. \$53.95*
show special: \$40



Pilates Express Mat *reg. \$38.95*
show special: \$29



36" Maple Roll-Up Bar *reg. \$16.95*
show special: \$12



12" or 14" Fitness Circle® Pro *reg. \$53.95 ea*
show special: \$40 ea



Fitness Circle® Lite *reg. \$34.95*
show special: \$26



Weighted Hand-Grip Ball, 2lbs *reg. \$11.95 ea*
show special: \$9 ea

Hot off the presses

Available at the IDEA World Fitness Show in July, get the **Complete Stability Chair Manual & Complete Arc Barrel Manual** while quantities last, or order online at 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:

Wednesday, **July 7** @ 6pm, 7:30pm
Thursday, **July 8** @ 1pm, 2:30pm, 4:30pm
Friday, **July 9** @ 12pm, 1:30pm, 4pm
Saturday, **July 10** @ 12pm, 2pm

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.

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. Utilize this sample scenario to calculate how significant profits can accumulate for your operation.

Financial Projections Sample Scenario*

small group reformer training in your facility

based on 5 reformers per class

Gross Revenue **1st year**
\$ 61,200

5 clients per class x \$15 each = \$75 per class,
17 classes per week x 48 weeks = 816 classes per year,
\$75 per class x 816 classes per year

Instructor Costs **\$ 17,952**
\$22 per class x 816 classes per year

surplus \$ 43,248

private sessions

7 sessions per week **\$ 16,800**

\$50 each = \$350 per week x 48 weeks

Instructor Costs **\$ 5,712**
\$17 per session x 336 sessions

surplus \$ 11,088

semi-private sessions

9 sessions per week **\$ 25,920**

\$30 each x 2 people = \$540 x 48 weeks

Instructor Costs **\$ 7,344**
\$17 per session x 432 sessions

surplus \$ 18,576

subtotal surplus — all programs \$ 72,912

Less: Equipment Lease Expenses** **\$ 4,478**

net surplus — year one \$ 68,434

* Financial projections are in US currency.

** 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

To book your appointment:

e-mail brad@stottpilates.com or call 1-888-603-8894.

Market your club or studio

Receive a Promotional Marketing Kit, including postcards, t-shirts, published articles, a banner, and more with a \$10,000 equipment purchase, a value of **\$850**.



For more details, visit our booth.



Video Sales Opportunity

The STOTT PILATES video library includes more than 50 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.

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

STOTT PILATES™
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