

# 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		1st year
Gross Revenue		\$ 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		
<b>surplus</b>		<b>\$ 43,248</b>
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		
<b>surplus</b>		<b>\$ 11,088</b>
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		
<b>surplus</b>		<b>\$ 18,576</b>
<b>subtotal surplus — all programs</b>		<b>\$ 72,912</b>
Less: Equipment Lease Expenses**		\$ 4,478
<b>net surplus — year one</b>		<b>\$ 68,434</b>

\* 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

For more information e-mail [sales@stottpilates.com](mailto:sales@stottpilates.com) or call us toll-free 1-800-910-0001.

### 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 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 \$10,000 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.



# STOTT PILATES™

merrithew CORPORATION

INTELLIGENT EXERCISE. PROFOUND RESULTS.®

## Join us at the IDEA Personal Trainer Summit in New York, October 7–10, 2004

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

location: **Hilton New York**  
1335 Avenue of the Americas

tradeshow hall hours:  
 Fri, Oct 8: 11:30am-3pm, 5pm-7pm  
 Sat, Oct 9: 11:30am-3pm, 5pm-7pm  
 Sun, Oct 10: 10am-1pm

Get a free tradeshow pass  
 e-mail: [events@stottpilates.com](mailto:events@stottpilates.com) or call 1-800-910-0001 ext. 264

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# STOTT PILATES™

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 LEWISTON, NY  
 PERMIT NO. 127



# Take advantage of our show specials

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

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.

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

\*Quantities are limited. All offers described available at IDEA Personal Trainer Summit 2004 only. Black upholstery only. Products must be picked up by 12 noon, Sunday October 10, 2004. Prices do not include applicable taxes.

## Save 25% on Demo Equipment and Accessories: \*

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



Professional Reformer reg. \$2945  
show special: **\$2208**



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



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



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



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



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

**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 Oct 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**



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**

# Enhance your mind, body & career

with STOTT PILATES education pre-conference workshops and award-winning instructor **John Garey, MS.**



**013**  
**Functional Fitness for Golf & Racquet Sports with STOTT PILATES Reformer**  
**(WS) October 7, 7:45am – 11:45am**

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.

**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.ideafit.com](http://www.ideafit.com).**

**014**  
**Functional Fitness for Golf & Racquet Sports with STOTT PILATES Matwork™**  
**(WS) October 7, 12:45pm – 4:45pm**

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.

## Save 20% on new manuals

Get the newest teaching manuals – **Complete Stability Chair, Arc Barrel, Ladder Barrel, & Spine Corrector.**  
Order online at [www.stottpilates.com](http://www.stottpilates.com).

Or buy all four together at IDEA Personal Training Summit and SAVE.



reg. \$158  
show special: **\$126**

## Receive a free sports cap

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



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

Friday, **Oct 8** @ 12:30pm, 2pm, 6pm  
Saturday, **Oct 9** @ 12:30pm, 2pm, 6pm  
Sunday, **Oct 10** @ 11am, 12pm

## 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.