



# HIIT SOLUTIONS

## DIGITAL LAUNCH PACKAGE

*PROVIDE VARIETY • CREATE A TEAM ATMOSPHERE • ACHIEVE RESULTS*



**STAR TRAC®**



**StairMaster®**



**NAUTILUS®**



**SCHWINN®**

**CORE HEALTH & FITNESS**

# OVERVIEW

## NEW INNOVATION. MORE PERSPIRATION.

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Decades after pioneering the toughest workout in the gym, our machines are still the ones members choose to push themselves to the limit. Today, we add new innovations to Stairmaster's portfolio that make hearts pound, lungs burn and keep members coming back to the workouts they love to hate.

Our HIIT platform is designed for use with BoxMaster, HIITMill, HIITMill X, HIIT Bike, HIIT UBE and HIIT Rower. Our flexible program also works well with freeweights, plyometric devices, rowers, the Gauntlet and a myriad of other cardio and strength products allowing you to tailor it to your equipment and your members' needs.

## LAUNCH PACKAGE

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Activate your HIIT Program with the StairMaster HIIT Solutions Digital Launch Package. Contents like logos, images, editable posters and videos will help you educate your members about the benefits of HIIT, and ultimately motivate them to pursue their goals and fall in love with this training category.

This digital launch package contains direct links to the downloadable content.

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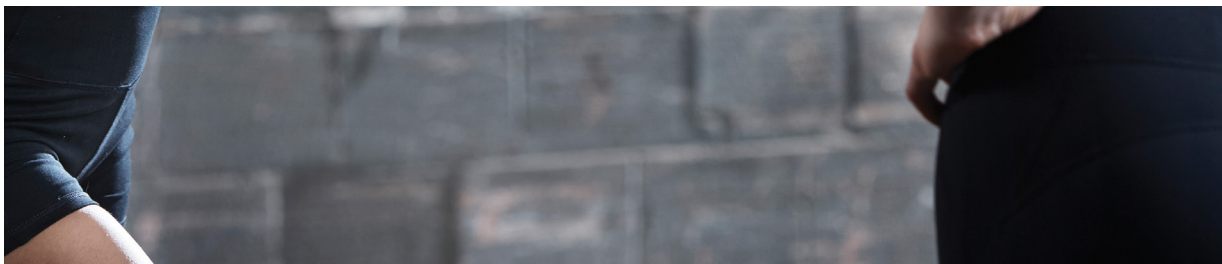
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# OWNERSOLUTIONS



## GETTING STARTED

Integrating innovative programming, products and promotions into your facility is an ongoing challenge for owners and operators. In an ever-changing consumer fitness environment change and innovation are requirements for business success, client engagement and client retention.

Core Health & Fitness is excited to offer StairMaster HIIT products, programming and marketing tools to help you drive new opportunities that will assist in your business growth, space utilization, training revenue and client satisfaction. In addition, you will be providing more opportunities to build community within your facility and capitalize on one of the strongest trends in the industry today – High Intensity Interval Training.

High Intensity Interval Training has been around for years but with the growth of CrossFit and similar facilities, HIIT programs, HIIT sports events and HIIT media, the benefits of this type of training are more in the consumers' eyes than ever before. This presents a tremendous opportunity to reinvent part of your floor space and capture a growing market of extremely motivated consumers.

# EXAMPLE LAYOUTS

## VIRTUAL LAYOUT GUIDE

Creating the right layout and efficiently planning for space utilization of your HIIT area is critical to the success of your program. In addition to adding the StairMaster HIIT family of products, our Sales Consultants will work with you on adapting the tools you may already have in your facility to work in your HIIT space. Examples could include rowers, kettle balls, battle ropes, Terra Core balance trainers, agility and plyometric tools, etc.

We've displayed some sample floor plans to give you basic direction on how to utilize the StairMaster family of HIIT products to build a HIIT program.



24 x 24 ft / 7.3 x 7.3 m



30 x 30 ft / 9.1 x 9.1 m



30 x 48 ft / 9.1 x 14.6 m



Layout Guide



# RESOURCES

## WE ARE HERE TO SUPPORT YOU

To drive the StairMaster HIIT program in your facility you will need some basic tools and some time with your Core Health & Fitness representative to establish a space plan and develop a product list that maximizes your space. In addition, we have provided a program planning matrix tool to evaluate revenue generating opportunities with HIIT small group training.

[Core Health & Fitness Website](#)

[2018 Digital Catalog](#)

[ROI Calculator](#)

# LEAVE BEHIND BROCHURE

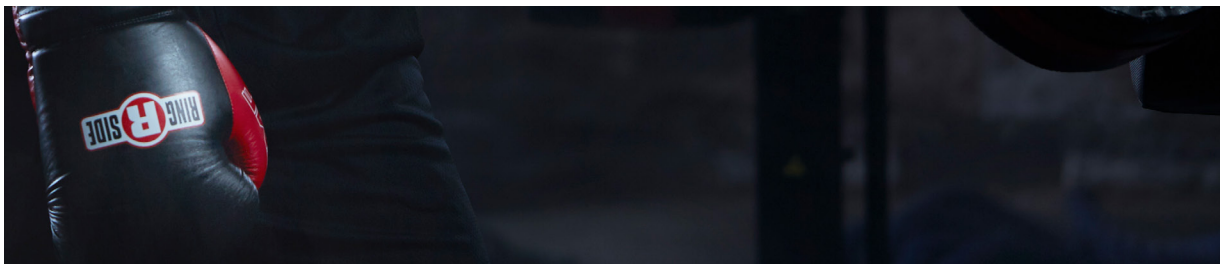


Leave Behind Brochure  
8.5 x 11 in / 21 x 29.7 cm





# TRAINER**RESOURCES**



## HIIT TRAINING

A critical component of the StairMaster HIIT program success is the training for your staff and coaches. We've included a comprehensive training manual and can (upon request) supplement the training program with a live 4-hour, hands-on workshop for an additional fee.

Our Training and programming manual is a comprehensive training guide covering the base science and programming methodology needed to deliver safe, efficient and results-based HIIT programs to your clients. This program includes a breakdown of the 4 hour live workshop contents. Trainers and coaches attending the live workshop will participate in both a lecture and hands-on training, and will be provided with a certificate of completion following the workshop.

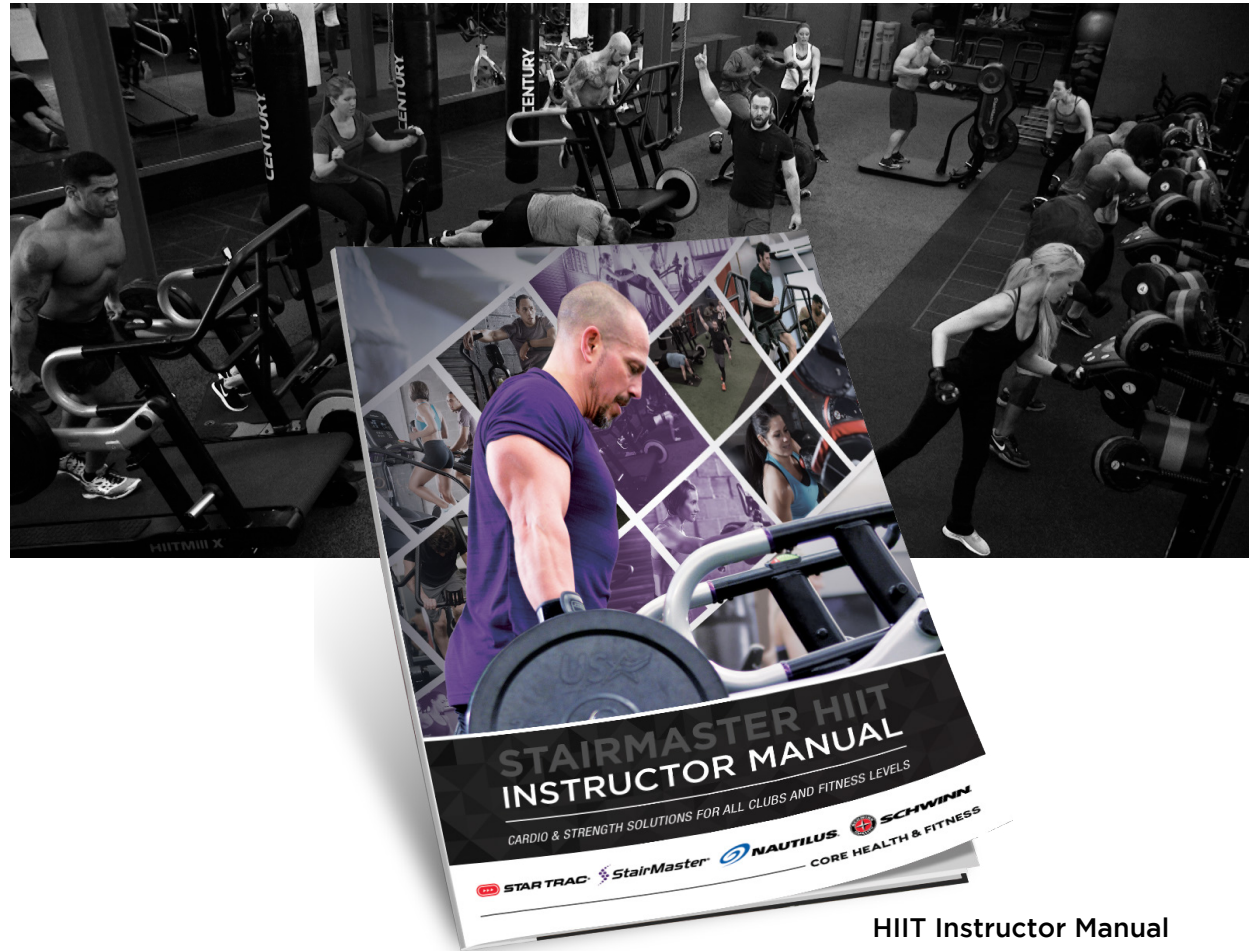
To schedule a live StairMaster HIIT Training workshop for your staff as part of your launch please contact you Core Health & Fitness Sales Representative for more details.

# HIIT INSTRUCTOR MANUAL

## TOUGHER WITH TRAINING

The StairMaster HIIT Instructor Manual provides an easy to follow system that provides variety, builds community and delivers results. The easy to use, scientifically-based programming can also be delivered in a variety of ways to allow trainers to be more creative with their class design. This program can be customized and scaled to suit the target audience, available space and/or available equipment.

We offer a foundation that can be built upon to deliver the best possible experience that will keep your members coming back for more!



HIIT Instructor Manual  
8.5 x 11 in / 21 x 29.7 cm



# LIVE WORKSHOP INFORMATION

**CORE**  
HEALTH & FITNESS

**StairMaster® HIIT Workshop**  
Tel: (360) 326-4090 • (888) 678-2476 4400 NE 77th Avenue, Suite 300  
E-mail: sales@corehandf.com Vancouver, WA 98662

**Course Name:** StairMaster HIIT Workshop

**Course Description:** The Stairmaster HIIT Instructor Workshop is aimed at providing you with the necessary tools to safely participate and teach an effective and enjoyable small or large group training session using the Stairmaster® equipment such as the Gauntlet, HIIT Bike, HIIT UBE, HIITMill, HIITMill X, and the BoxMaster.

**Course Time:** 4 hours (estimated)      **REPS Value:** 4 CPD's      **ACE Value:** .04 CECs

**Learning Aims:**

- Review the physiology principles of HIIT
- Learn the different structures and purposes of a HIIT class
- Learn how to safely plan and lead a HIIT Mix workout
- Practice participating in AND leading a HIIT Mix workout


**Agenda**


10 min	Welcome & Master Trainer Introduction
10 min	Workshop Introduction & Waiver Form
10 min	HIIT Workshop Overview
20 min	Proper set up and use of the HIIT workout equipment from Stairmaster
10 min	BREAK
15 min	Review of applicable Exercise Physiology
20 min	Review of the different types of HIIT programming, their purpose, & distinct protocols
15 min	How to cue and coach on bio-mechanics, form and function in a HIIT class setting
10 min	How and when to apply appropriate modifications to the exercises for select participants.
10 min	BREAK
20 min	Creating your own HIIT Workout (use of the Coaches' Pyramid)
10 min	Examples of 'Rest & Active Recovery' exercises & the significance of their duration
20 min	HIIT small group class example (Warm Up & Basic HIIT Workout Protocol)
10 min	BREAK
20 min	HIIT small group class example (Intermediate to Advanced oriented program)
10 min	Private or Partner Training Program Examples
20 min	Role Play and Instructor Practice Breakout Session & cool down/stretching
15 min	Questions/Evaluation & Wrap up (Certificates and Group Photo)


**Notes:**  
This is an active workshop with a formative assessment. The formative assessment is an ongoing assessment of the participants, providing coaching and feedback for immediate improvement. This should allow all participants to leave the workshop with a good understanding of the Stairmaster HIIT Workshop workouts, plus good practical techniques and coaching skills for creating & coaching their own classes.


**Post Workshop Administration:**

- Complete the formative assessment sheet
- Collate and correct the Participants List using the Registration/Waiver forms
- Return the following to the office:
  - Corrected Participant List
  - Assessment sheet
  - Registration/Waiver forms
  - Workshop Evaluation forms


**STAR TRAC**



**StairMaster**


**NAUTILUS**


**SCHWINN**

CORE HEALTH & FITNESS

**Workshop Schedule**  
8.5 in X 11 in / 21 x 29.7 cm


**StairMaster®**  
HIGH INTENSITY

\_\_\_\_\_ has successfully completed the

**STAIRMASTER® HIIT INSTRUCTOR CERTIFICATION - 4 HOURS**

held this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

at \_\_\_\_\_  
(facility name)

in \_\_\_\_\_  
(city/state)

STAIRMASTER® HIIT MASTER INSTRUCTOR: \_\_\_\_\_

**CORE**  
HEALTH & FITNESS

**StairMaster HIIT Certificate**  
8.5 in X 11 in / 21 x 29.7 cm



# MEMBERSHIP**MARKETING**



## GET WITH HIIT

The final component of the successful launch of StairMaster HIIT programs in your facility is making sure your staff, your clients and your community know you are innovating and growing your program offerings.

We have included numerous editable digital tools to empower you to promote your facility internally with posters, client handouts and a variety of content. You also have the ability to promote your programs externally with print, web and social media tools.

Start your promotions at least 30 days prior to your program launch to maximize attendance and build excitement.



# PRODUCT PORTFOLIO

HIIT Rower

HIITMill / HIITMill X

HIIT Bike

HIIT UBE

Gauntlet



HIGH INTENSITY

# PRODUCT PORTFOLIO

BoxMaster Tower

BoxMaster w/ Kick Pad

BoxMaster Tower with Base

BoxMaster Quad

BoxMaster Quad w/ Kick Pads



# LOGOS



StairMaster Logos

# FREE-CLASS CARD



## 1 FREE HIIT CLASS

GET MORE RESULTS IN LESS TIME!

- BURN FAT & BUILD MUSCLE
- INCREASE ENDURANCE
- IMPROVE HEALTH
- IMPROVE FITNESS PERFORMANCE

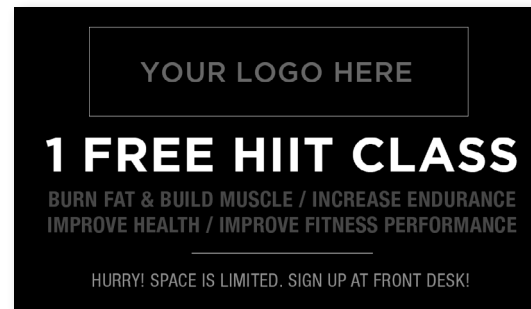
HURRY! SPACE IS LIMITED. SIGN UP AT FRONT DESK!

YOUR LOGO HERE



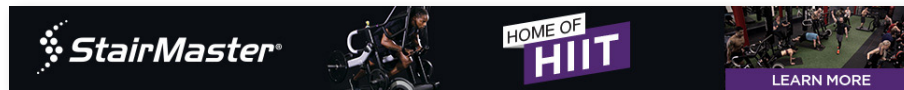
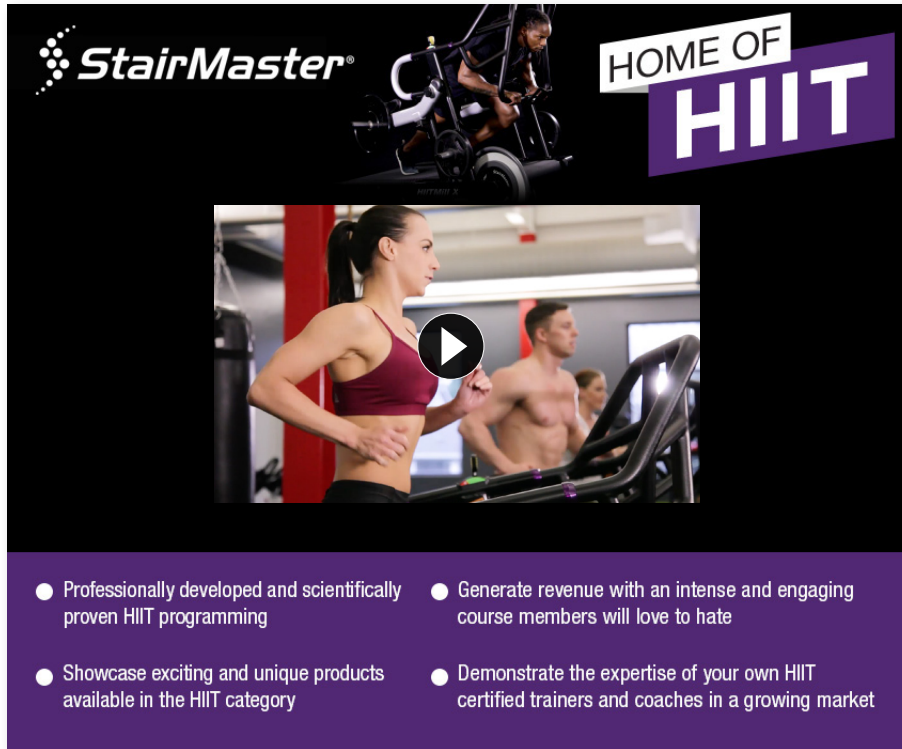
CORE HEALTH & FITNESS

5 x 7 in / 12.7 x 17.8 cm  
Post Card



3.5 X 2 in / 8.9 x 5 cm  
Business Card

# WEB BANNERS

**StairMaster®**

**HOME OF HIIT**

[LEARN MORE](#)

- Professionally developed and scientifically proven HIIT programming
- Generate revenue with an intense and engaging course members will love to hate
- Showcase exciting and unique products available in the HIIT category
- Demonstrate the expertise of your own HIIT certified trainers and coaches in a growing market



Web Banner Content



# COMING SOON POSTER

HIIT Posters  
24 x 36 in / 61 x 91.4 cm

# POP-UP POSTER

HIIT Pop-up Posters  
24 x 64 in / 61 x 162.5 cm

# EMAIL BLAST

Email Marketing Content  
600 x 844 px

# **EDITABLE FLYERS**

**HIIT Flyer Templates**  
**8.5 in x 11 in / 21 x 29.7 cm**



# PHOTO ASSETS



# PHOTO ASSETS



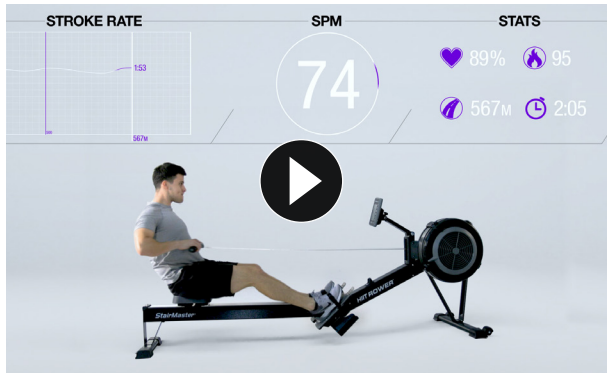


# PHOTO ASSETS





# VIDEO ASSETS



StairMaster HIIT Rower Video



StairMaster HIIT Programming Sizzle Video



HIITMill & HIITMill X Video



StairMaster Gauntlet Video

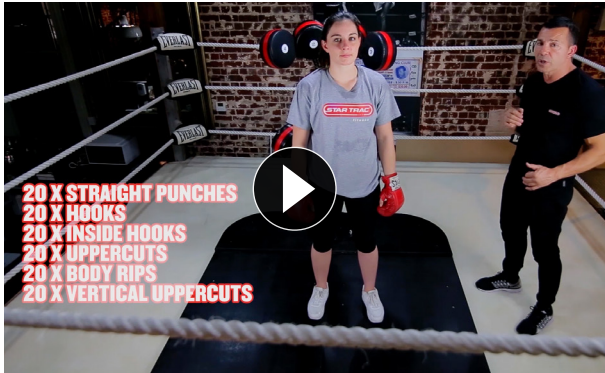


Spartan Edition StairMaster Gauntlet Video



BoxMaster Sizzle Video

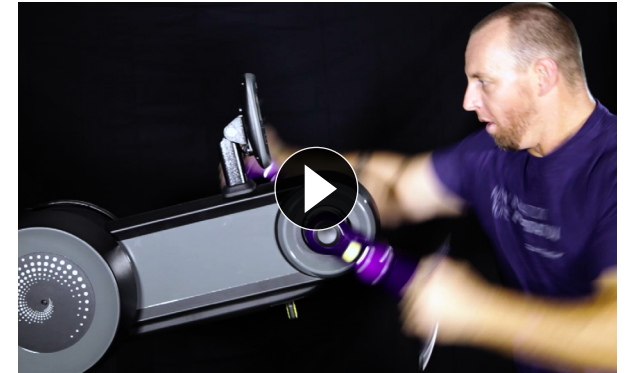
# VIDEO ASSETS



BoxMaster Workout Videos



HIIT Bike Video



HIIT UBE Video



StairMaster HIIT Programming - Extended Cut

# **SOCIAL ASSETS**



**Gauntlet Video  
Share Now!**



**HIIT Bike Video  
Share Now!**



**Spartan Gauntlet Video  
Share Now!**



**HIITMill X Video  
Share Now!**



**BoxMaster Video  
Share Now!**



# SOCIAL ASSETS



IMAGE SIZING REFERENCE:



1200 x 630 px



506 x 253 px



1080 x 1080 px

Social Asset Gallery

# **CORE**

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## **HEALTH & FITNESS**

**FOR MORE INFORMATION CONTACT:**  
**[SALES@COREHANDF.COM](mailto:SALES@COREHANDF.COM)**