



International Summit for Hotel Operators

A simple, cost-effective solution with rapid ROI for Hotel C Suite Executives, Hotel owners, and operating staff to increase occupancy and profit





Wednesday 13th July

Please RSVP to reserve your place at the webinar & receive joining instructions:
Email: Brad.collier@lernerassociates.com

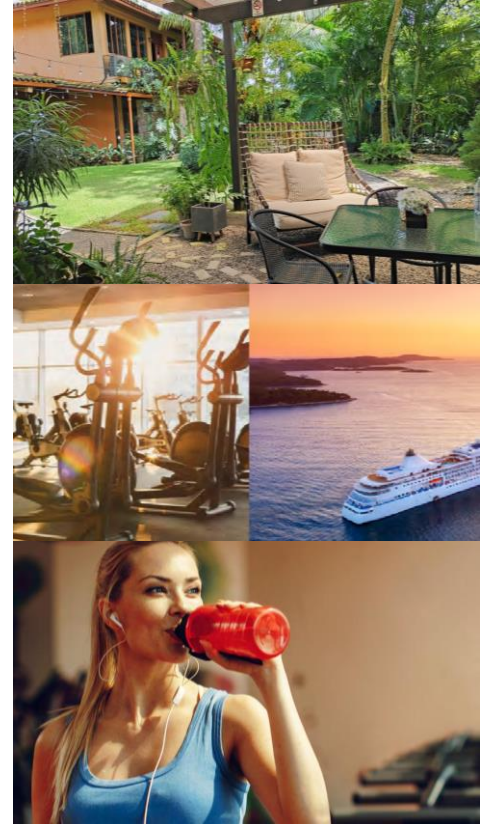
Attendee	Start Local Time (Duration 1 hour)
USA (EST)	09.00
UK	14.00
France/Germany/Poland	15.00
Greece	16.00
Qatar/UAE/Oman	17.00



The challenge and the opportunity for luxury and budget hotels

- ✓ The last two years has changed how people feel about travel and staying in hotels. Research indicates that there are common factors for business and leisure travelers that are most important to them when they decide where to stay:
 - ✓ Safety and cleanliness are paramount
 - ✓ Multi purpose spaces promoting health and wellness are compelling attractions
 - ✓ Refreshing and restful sleep promoted by a clean air environment is a key factor in a decision to return, as guests spend up to 70% of their time in the hotel asleep
 - ✓ Hybrid travelers combining business and pleasure in one trip seek wellness benefits from their stay
 - ✓ “Tired” hotels that display signs of under occupancy and a lack of maintenance (molds, odors, clear evidence that upgrades and decoration are required) prevent loyalty and return business
 - ✓ Modern Hotels run by large groups and niche boutiques that display investment in the guest experience are significant winners over competitors that are not innovating

This 1 hour event will outline a significant and easy option which will transform guest loyalty to your hotel, build competitive edge, display your environmental credentials whilst also protecting against future pandemics



Proven, tested technology to purify the air is essential to make guests feel safe

- AtmosAir systems have been tested and validated by many world leading scientific institutions and regulatory authorities for both their performance and safety.
- These include:
 - Intertek ETL Listed to UL 2998 Verified Ozone Free, 1995, 867 and 867A
 - CE Marking (Europe)
 - Intertek ETL Listed to CAN/CSA C22.2 OSHPD Preapproval
 - IEC Standard 60529 (IP66)
 - EU Standard EN 60335-2-40:2003, 61000-6-3:2001, 61000-6-1:2001 and 60204-1:2006
 - OPA 2807-10 and 2808-10
 - USEPA US Energy Star Certification

Welcome and Q & A moderation Brad Collier-Large

Why ions are critical to pure air
Dr Andrew Larner

AtmosAir technology explained
Gary Novak

Why we installed the solution in 200 Hilton hotels
Melissa Walker

Q and A

Close and next steps



Today's speakers



Brad Collier-Large has spent 40 years in identifying and deploying innovative, world class technologies from the USA in Europe and Africa. During a period at the World Bank his focus was on water purification systems to address acute problems in Sub Saharan Africa; *and* in Broadband over Power Lines to deliver distance medicine and e-learning. Latterly, during the pandemic, he has identified gold standard solutions which purify assist Governments in addressing this significant Public Health challenge.



Gary Novak is the Sales Director for AtmosAir in Europe. AtmosAir's proven air purification technology is a continuous disinfectant, removing airborne and surface contaminants from indoor spaces. With 7,000 installations worldwide, AtmosAir's world leading Bi-Polar ionization suppresses airborne and surface microbials and pathogens including bacteria, viruses and mold; and reduces odors. Gary has 15 years experience in the hospitality sector focussing on health and wellness.



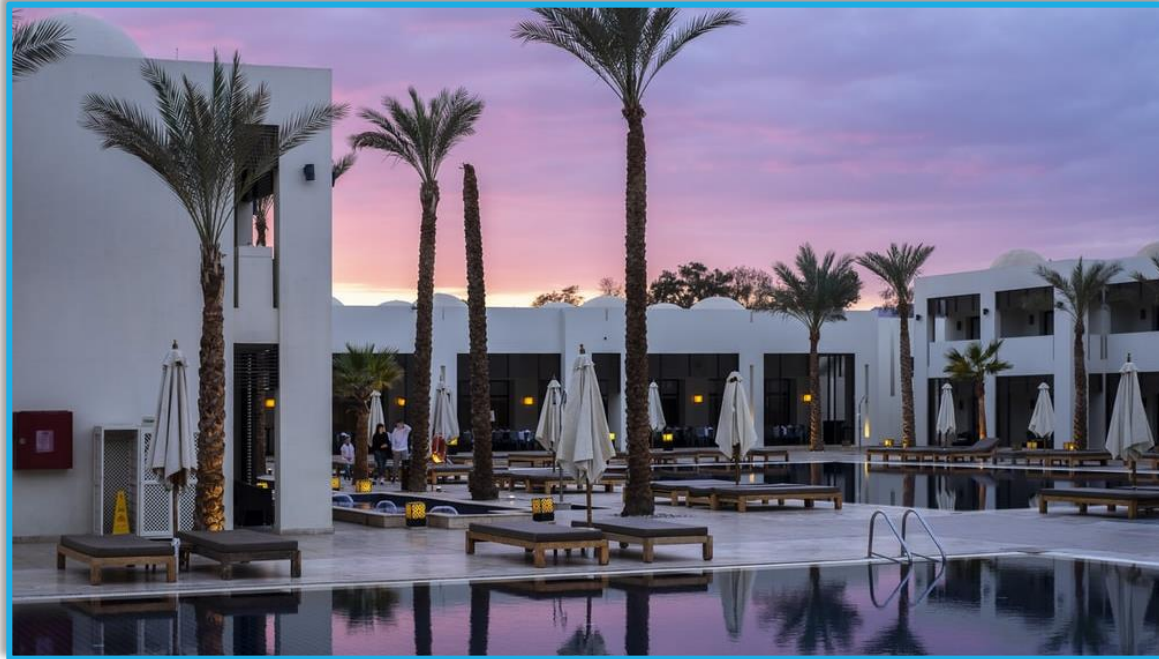
Dr Andrew Larner has advised Local Authorities, Governments and private sector organisations in over 30 countries on complex societal problems by improving services and saving money. During the pandemic he has rewritten the safety standards for the leisure and exhibition sector in the UK as well as advising a national Governments in Europe on safety within its entire estate of 23,000 schools. This year (2022) he was the Chairman of the judging panel at the globally prestigious Annual Government Innovation Awards in Dubai



Melissa Walker is widely respected as a Business Focused, Innovative, & Strategic Wellbeing Leader. She is currently a Senior Director in wellbeing, innovation and work dynamics at JLL a global commercial real estate services company with offices in 80 countries. Mellissa will explain why she championed the AtmosAir technology during her 5 year role as Senior Director for Customer Experience Innovation and Global Head of Wellness for 18 Hilton brands globally.

AtmosAir has been deployed around the world in a wide variety of demanding and prestige environments





Contact and RSVP to: Brad.collier@lernerassociates.com
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