



EMC brings together 400+ energy companies, utilities, marketers, vendors, and suppliers in the competitive energy industry.

Packing the agenda with the best learning and networking opportunities. at the largest and longest-running Competitive Energy conference in North America.

www.energymarketingconferences.com

"Mitigating Risk in Retail Energy"

EMC21

March 17-18, 2024

Houston, TX



"I was so impressed with the attendance and quality of speakers/session content. We look forward to growing our partnership with EMC and being a resource for EMC participants on state legislation/regulations and how to advocate for retail energy markets. – Abby Foster, REAL

**"EMC19 was awesome! Congrats on a job well done by the EMC team! We are looking forward to the next Energy Marketing Conference!"
- Tiffany Dugar Hatchett
Executive Director, JP Morgan Chase**

"Thank you for everything. That was a fantastic event, and you and your team crushed it." – Brad Luna, Managing Director, Spinakr Solutions

"Thanks for putting on another great EMC!" - Paul Keene, CEO, of Tomorrow Energy

"Thanks again for everything, and congrats on running another successful EMC event in Houston." – JP Campione, Head of Marketing, Rhythm Energy

***"EMC is the Gold Standard of our industry. Count me in!"*
– David Visneau, Shell Energy Solutions**

"Just wanted to drop a line to say thanks and congrats on yet another hugely successful EMC. I found the event extremely valuable and enjoyed all the sessions." - Vincent Palmeri, CEO SustainEnergy, LLC

HOUSTON

Join us at the Hilton Post Oak in the Galleria!

www.energymarketingconferences.com



EMC21 Houston, TX March 17-18, 2024

Our Mission: Driving the Energy Industry Forward

The Energy Marketing Conference (EMC) stands as the premier gathering for competitive energy executives in North America. Held semi-annually, EMC convenes in Houston during spring and Las Vegas in this fall. With a jam-packed two-day agenda, featuring over 60 thought leaders across a dozen sessions and panels, EMC offers an unparalleled learning experience.

EMC brings together hundreds of energy professionals who network during meals, enjoy receptions, and explore our bustling trade show with over 40 exhibitor booths. We aim to provide the best opportunities for learning and networking in the two major energy hubs of the country, all at an affordable price

*The Theme of EMC21:
“Mitigating Risk in Retail Energy”*



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Who We Are:

***Energy Marketing
Conferences –***

***The absolute
largest competitive
energy event in
North America***



Meet the EMC Team



Jack Doueck,
Founder & Chairman



Christina Corcoran,
Managing Director



Ashely Murphy
Director of Business Development

Meet the Advisory Board



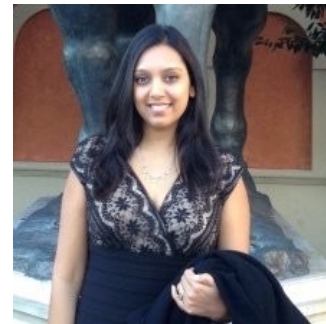
Dominique Bourda



Stephen Fernands



Ananda Goswami



Shaleen Gupta



Sammy Janowitz



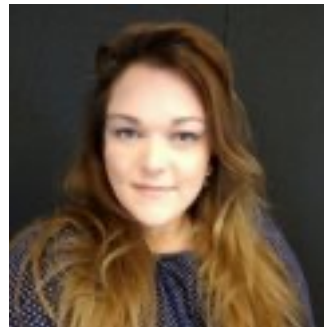
Bill Kinnery



Stephen King



Larry Leikin



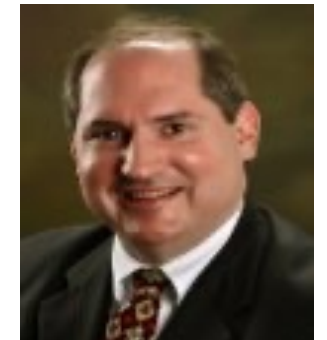
Lindsey Margiotta



Richard Rudy



Alan Schwab



Richard Spilky



Celebrating
— 10 YEARS —
ENERGY MARKETING
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Engage | Educate | Empower
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EMC21 By the Numbers

1 Powerful
Keynote Speaker
Fireside Chat

1 Competitive
Supplier of the
Year Award
Ceremony

1 Networking
Breakfast

1 Networking
Luncheon

2 Evening
Cocktail
Receptions

3 Networking
Breaks and a VIP
Lounge

6 Interactive
Panels

10 Pre-
Conference
Sessions

10 Fastball
Pitches

40 Exhibitors

50 Sponsors

50+ Engaging
Speakers

100s of
Energy Suppliers

400+
Attendees

1 Incredibly Productive and Enjoyable Event!

Who Should Attend

Executives and
Directors of
Competitive
Energy Companies
& Brokers

Marketing and
Technology Firms

Consulting and
Customer
Retention
Professionals

Financial &
Wholesale
Providers

Renewable
Energy and
Energy Efficiency
Companies

Anyone Looking
to Learn More
About
Accelerating the
Energy Transition

EDUCATION:

- ***Past Prestigious Thought Leaders***
- ***Hottest Industry-Focused Panels***
- ***Fastball Pitch Competition***
- ***Executive workshops***
- ***10 Pre-conference sessions***
- ***Monthly Newsletters of 10,000 energy industry subscribers***
- ***Webinars***



Some of our Past Prestigious Speakers



EMC20
Keynote Speaker
Deryl Brown
Executive Chariman,
Atlantic Energy



David Black
CEO, Shell Energy
Resources



Deb Merrill
President, bp Energy
Retail Company



Paul Keene
CEO AT TOMORROW ENERGY



David Visneau
CHIEF COMMERCIAL OFFICER (CCO) AT SHELL
ENERGY SOLUTIONS



Frank McGovern
PRESIDENT AT CLEARVIEW ELECTRIC INC



Brittany Hirson
CEO AT SOUTH BAY ENERGY



Brandon Schwertner
CEO OF PRIORITY POWER



Sayun Sukduang
CEO ENGIE

Our Esteemed Past Keynote Speakers



Sam Henry
GDF Suez



James W. Lewis
Just Energy



David Hernandez
Liberty Power



Trey Griggs
Calpine



Michael Fallquist
Crius Energy



Mike Storch
EnerNOC



Mathias Lelievre
Engie



Jim Steffes
WGL



Rich Blaser
Infinite Energy



John Kiani
Energy Harbor / First Energy



Andy Cormie
Smartest Energy



Richard Spilky
Constellation/RESA

Some of our Distinguished Past Keynotes and Speakers



Todd Coffin
Source Power



Joel Glassman
Discount Power



Jay Harpole
APG&E



Scott Hart
NRG



Chris Hendrix
Demand Control 2



Elizabeth Killenger
NRG



David Lee
Octopus Energy



Jeff Levine
Great American Gas &
Electric



James McGinniss
David Energy



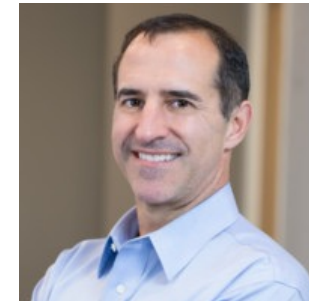
Lisa Perry
Walmart



Paul Ring
Energy Choice Matters



Dan Verbanac
Constellation



Scott White
IGS Energy



Patrick Woodson
Green Energy Exchange

6 Panels

1. “Navigating the Currents: Risk Mitigation Strategies in Energy Trading”
– Sponsored by Customized Energy Solutions
2. “How to Score a Touchdown When They Keep Moving the Goal Posts!”
– Dealing with regulatory and compliance issues in a volatile world -
Sponsored by TBD
3. FASTBALL! – Vote for your favorite of our 10 Fastball Pitchers
presenting for exactly four minutes each!
4. “Sustainability Challenges for Large Consumers”– Sponsored by
VertexOne
5. “The Energy Transition: Community Solar, EVs, BMS, Carbon Offsets
and More!”
6. CEO Round Table: “Mitigating Risk and Growing Top Line in Retail
Energy” - Sponsored by Firefly



Panel Description

1. "Navigating the Currents: Risk Mitigation Strategies in Energy Trading"

In the ever-evolving landscape of the energy sector, risk mitigation stands as the keystone for sustainable growth and stability. The "Navigating the Currents" panel brings together leading experts in energy procurement, hedging and trading to delve into surviving market volatility. This session will explore the latest methodologies in identifying, assessing, and managing the multifaceted risks inherent in the trading of natural gas and power. Panelists will discuss advanced analytical tools and risk assessment models that forecast market movements and help shield their operations from potential disruptions and losses. Discussions will extend to risk management strategies and tactics, from the utilization of derivatives and hedging to innovative insurance products to maximize market opportunities and provide a blueprint for attendees to understand how leading firms navigate inevitable market uncertainties.

As the energy market continues to integrate renewable sources and digital technologies, the panel will also provide a forward-looking perspective on the impact of these shifts on risk profiles and trading strategies. Attendees will leave with a comprehensive understanding of how to turn risk management into a competitive advantage.

2. “How to Score a Touchdown When They Keep Moving the Goal Posts!” – Dealing with regulatory and compliance issues in a volatile world

The competitive energy industry is characterized by constant regulatory shifts. How does the retail energy supplier keep up with all the complexities of compliance within a seemingly unpredictable regulatory environment? Our panel of experts, with many years of experience in navigating regulatory affairs, will discuss proactive strategies to stay ahead in the game. They will offer insights into understanding the undercurrents that drive regulatory changes and how to anticipate and respond to these shifts effectively. Panelists will share case studies highlighting successful navigation through major regulatory overhauls and offer practical advice on building flexible compliance frameworks that can withstand the pressures of a volatile world. Attendees will gain a comprehensive playbook of best practices and innovative approaches to ensure they not only meet the current regulatory standards but are also prepared to adapt to future changes. This panel is a must-attend for professionals looking to turn regulatory challenges into a competitive advantage.

3. “FASTBALL! – Vote for your favorite of our 10 Fastball Pitchers presenting for exactly four minutes each!”

Fastball offers a unique opportunity for vendors to pitch their new products or services to a highly targeted audience of industry experts, decision-makers, and potential customers who may be actively seeking new products and services. With just a 4-minute pitch, they can make a lasting impression and generate valuable leads for their business. Don't miss this fast and fun round.

4. “The Challenges of Sustainability Goals for Large Energy Consumers”

As the world grapples with pressing environmental concerns, the largest energy customers face unique challenges in aligning their operations with sustainability goals. Through this panel session, attendees will gain valuable insights into large firms’ multifaceted challenges and the country’s largest energy customers in pursuing sustainability goals. The discussions will enable a better understanding of the complexities involved and inspire innovative approaches to drive transformative change in these industries. The panel will include industry leaders, sustainability experts, and representatives from large real estate firms and energy companies.

5. "The Energy Transition: Community Solar, EVs, BMS, Carbon Offsets, and More!"

The panel will delve into the various aspects of the ongoing energy transition and explore the diverse technologies and strategies shaping the energy sector's future. This panel will bring together industry experts, policymakers, technology innovators, and environmental advocates to discuss and share insights on community solar, electric vehicles, building management systems, carbon offsets, and other key elements of the energy transition. Energy suppliers who are embracing the energy transition are immensely benefiting as they continue to find ways to differentiate their businesses and become the “go to” companies for customers who need to “greenify” their lives. The discussion is a must-attend for every energy supplier who wants to participate in this sea change and simultaneously increase their bottom lines. The discussions and insights shared will inspire stakeholders to take decisive action towards a cleaner, more customer-focused and more profitable energy future.

6. CEO Round Table: “Mitigating Risk and Growing Top Line in Retail Energy”:

In an industry characterized by rapid change and increasing complexity, the dual objectives of risk mitigation and revenue growth remain paramount. Our CEO Round Table will feature visionary leaders in the competitive energy space who will share their focused strategies balancing the scales between growth, profitability and risk.

This session will draw on the unique perspectives of CEOs who have successfully navigated the volatile waters of retail energy. Together, they will unpack the art and science of growing the top line in a market where consumer demands, regulatory environments, and competitive landscapes are in constant flux.

Our panelists will share insights into crafting resilient business models that absorb shocks and seize opportunities, from diversifying product offerings to innovative customer engagement techniques. They will discuss the importance of agile decision-making frameworks, sophisticated risk assessment tools, and the integration of sustainable practices into core business strategies.

This CEO Round Table is a convergence of thought leadership, offering a rare glimpse into the strategic mindsets driving the future of retail energy. Attendees can expect to walk away with a nuanced understanding of risk management, growth strategies, and the leadership acumen required to thrive in today's dynamic energy marketplace.

“Pre-Conference Breakout Sessions”:

- Session #1 – Sponsored by ESG
- Session #2 – Sponsored by TBD
- Session #3 – Sponsored by CG Infinity
- Session #4 – Sponsored by TBD
- Session #5 – Sponsored by TBD
- Session #6 – Sponsored by TBD
- Session #7 – Sponsored by TBD
- Session #8 – Sponsored by TBD
- Session #9 – Sponsored by TBD
- Session #10– Sponsored by TBD





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EMC Yearly Awards:



NETWORKING and BRAND BUILDING:

Professionals You will Meet at EMC:

- ***Energy Brokers, Wholesale and Retail Energy Suppliers***
- ***Renewable Energy Companies***
- ***Service Providers***
- ***Regulatory agencies, utilities, schools, non-profits***
- ***The largest consumers of energy in the USA***



Community Profile

Professionals You will Meet at EMC:

- **Energy Brokers, Wholesale and Retail Energy Suppliers**
- **Renewable Companies (solar, wind, energy efficiency, EV...)**
- **Service Providers (marketing, telecom, technology, financial, consulting, retention, accounting, attorneys, investment banking)**
- **Regulatory agencies, utilities, schools, non-profits**

EMC Conferences Benefits:

- **Two networking receptions with over 400+ attendees**
- **Ten pre-conference sessions**
- **Five Networking focused times that include breakfast, lunch, (2) morning breaks, and (1) afternoon break**
- **Six-panel sessions delivering industry over 50+ thought leaders to educate and engage our audience**
- **10 Fastball pitches, with the winner receiving a prize**
- **One Leadership & Integrity Award**
- **40+ competitive energy-focused vendors exhibiting**
- **50+ competitive energy-focused sponsors supporting the industry**
- **Subscription to monthly industry newsletter**



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“ What our Attendees are Saying ”

"#EMC has been the cornerstone of our Sales and Marketing efforts enabling us to reach a highly targeted gathering of influential Retail Energy Professionals (#REP). Definitely a "Go To" event for us! – Dan Sullivan, CEO, eIQ Digital

“Very nice conference today. You got great attendance and a really good variety of panelists. Many thanks...”
- Heather Farber, NRG Residential Solutions

"Thank you for everything. That was a fantastic event, and you and your team crushed it!" -
Brad Luna, COO, Spinakr Solutions

“We had an awesome experience at #EMC in Houston!”
– John Negus, Sr. Consultant, DNV

"What a great conference! As a startup exec in the clean energy space, it was a perfect opportunity to hear from and network with everyone we'd want to partner with. Thanks for making it happen! Looking forward to the next one.” – Scott Rosenberg, Co-Founder, 257

"I was so thrilled to be back at EMC in Houston to support our partners and our energy clients. The event always brings great people together, but the pre-conference panels really energized everyone and the conference sessions packed the house. Hands down one of the best events of the year.” - Mark Wilkinson, SVP Products and Utility Solutions, ibex Digital



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