



## Sponsor And Exhibit At The Largest And Longest-running Competitive Energy Conference In North America

Are you looking to stay ahead in the ever-evolving energy industry? Take advantage of **the** Energy Marketing Conference of the Year!

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.

# EMC22

## “Retail 2.0, The Future of Competitive Energy”

### September 23-24, 2024

### Caesars Palace, Las Vegas, NV





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**“I’ve been to 21 EMC Conferences and EMC21 has been the best one by far with the quality of speakers, relevant topics and the right people attending.”**

**– Ananda Goswami, VertexOne**

**“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**

**“EMC was an huge success for every member of our team that attended. The time we put into the event produced a positive ROI. We look forward to seeing you in Vegas!”**

**– David Pierce, Powwr**

# LAS VEGAS EMC22

*Join us at Caesars  
Palace!!*

[www.energymarketingconferences.com](http://www.energymarketingconferences.com)

**EMC21 was terrific! I had 12 productive meetings over the two-day period with very useful professionals who had lots of expertise. I am very happy I attended.”**

**– Andy LaPointe, Chief Compliance Officer, Eligo Energy**

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

**“I’ve found the networking opportunities at the Energy Marketing Conference to be quite effective. Over the years, we’ve acquired more than half a dozen retailers through connections forged at these events.”**

**– Paul Konikowski, COO Via Renewables**



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## 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 70 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 EMC22 “Retail 2.0: the Future of Competitive Energy”.*



*Join us at Caesars Palace!*



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***Who We Are:***

***Energy Marketing  
Conferences***

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





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## *Meet the EMC Team*



Jack Doueck,  
Founder & Chairman



Christina Corcoran,  
Managing Director



Ashely Murphy  
Director of Business Development

## *Meet the Advisory Board*



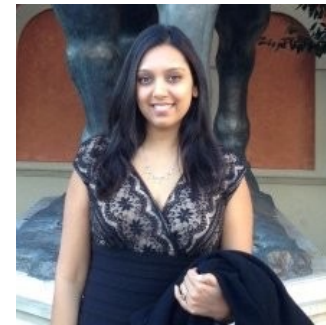
Dominique Bourda



Stephen Fernands



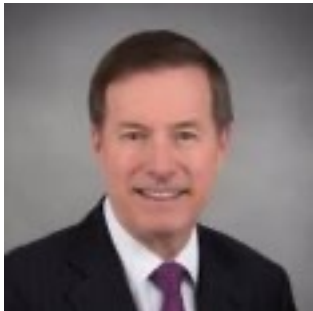
Ananda Goswami



Shaleen Gupta



Sammy Janowitz



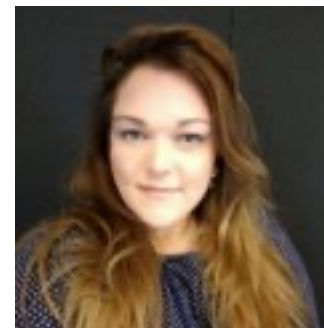
Bill Kinnery



Stephen King



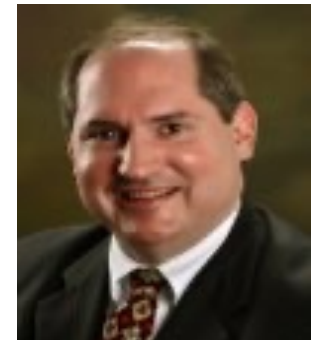
Larry Leikin



Lindsey Margiotta



Richard Rudy



Richard Spilky



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## EMC22 By the Numbers

**1** Powerful  
Keynote Speaker  
Fireside Chat

**1** Leadership and  
Integrity Award  
Ceremony

**1** Networking  
Breakfast

**1** Networking  
Luncheon

**2** Evening  
Cocktail  
Receptions

**3** Networking  
Breaks and a VIP  
Lounge

**5** Interactive  
Panels

**11** Pre-  
Conference  
Sessions

**10** Fastball  
Pitches

**40** Exhibitors

**50** Sponsors

**70+** Engaging  
Speakers

**100s** of  
Energy Suppliers

**400+**  
Attendees

**1 Incredibly Productive and Enjoyable Event!**



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## Who Attends

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





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## ***EDUCATION:***

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



## Some of our Distinguished Past Keynotes and Speakers



**EMC21**  
**Keynote Speaker**  
**Michael Lee**  
CEO, Octopus Energy



**Deryl Brown**  
Executive Chairman  
Atlantic Energy



**David Black**  
CEO, Shell Energy  
Resources



**Paul Keene**  
CEO AT TOMORROW ENERGY



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



**Deb Merrill**  
President, bp Energy  
Retail Company



**Scott Hart**  
NRG



**Frank McGovern**  
PRESIDENT AT CLEARVIEW ELECTRIC INC



**Brittany Hirson**  
CEO AT SOUTH BAY ENERGY

## Some of our Distinguished Past Keynotes and Speakers



**MaryAnn Brelinsky**  
Alpha Generation



**Brian Armentrout**  
Chariot Energy



**Bryce McKenney**  
NRG



**Chris Rowley**  
Oncor



**Chuck Sutton**  
MC Squared Energy



**Michael Fallquist**  
Energywell Energy



**Jennifer Schmitt**  
Rhythm Energy



**John Bolton**  
Amerex



**Matt Rose**  
Lubbock Power & Light



**Sheri Wiegand**  
Vistra



**Trinity Lloyd**  
GOOGLE



**Dave Michelsen**  
ERCOT



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## Some of our Distinguished Past Keynotes and Speakers



**Sayun Sukduang**  
CEO ENGIE



**Sam Henry**  
GDF Suez



**James W. Lewis**  
Just Energy



**David Hernandez**  
Liberty Power



**Trey Griggs**  
Calpine



**Rob Cantrell**  
Atlantic Energy



**Brandon Schwertner**  
CEO OF PRIORITY POWER



**Mathias Lelievre**  
Engie



**Jim Steffes**  
WGL



**Rich Blaser**  
Infinite Energy



**John Kiani**  
Energy Harbor / First Energy



**Andy Cormie**  
Smartest Energy

## Some of our Distinguished Past Keynotes and Speakers



**Richard Spilky**  
Constellation/RESA



**Todd Coffin**  
Source Power



**Joel Glassman**  
Discount Power



**Jay Harpole**  
APG&E



**Scott Hart**  
NRG



**Chris Hendrix**  
Demand Control 2



**Elizabeth Killenger**  
NRG



**Jeff Levine**  
Great American Gas &  
Electric



**James McGinniss**  
David Energy



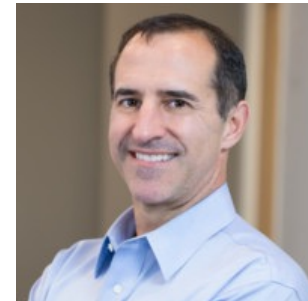
**Lisa Perry**  
Walmart



**PJ Popovic**  
Rhythm Energy



**Dan Verbanac**  
Constellation



**Scott White**  
IGS Energy



**Patrick Woodson**  
Green Energy Exchange

## 5 Panels

1. “Wholesale Meets Retail” – Sponsored by Customized Energy Solutions
2. “Artificial Intelligence and Machine Learning Opportunities in Retail Energy” – Sponsored by SmartMeasures.ai
3. “Sustainability, Technology, and DER” – Sponsored by Energywell
4. “Mergers, Acquisitions and Retail Energy Finance” – Sponsored by VertexOne
5. CEO ROUND TABLE “National and International Geographic Expansion” – Sponsored by CAPCO





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## **PANEL DESCRIPTIONS: PANEL ONE**

### **“Wholesale Meets Retail” – Sponsored by Customized Energy Solutions**

The energy industry is experiencing a transformative “verticality” trend as generators become energy wholesalers and wholesalers become energy retailers. Traditional distinctions between wholesale and retail are blurring, presenting both massive challenges and opportunities for market participants. This panel will explore innovative operational strategies for energy companies to effectively navigate the intersection of wholesale and retail markets while optimizing efficiency and customer satisfaction. We will also discuss the regulatory implications of the wholesale-retail convergence, including compliance challenges, market design considerations, and implications for stakeholders.

This panel will feature insights from industry leaders, analysts, and regulators, offering a comprehensive exploration of the evolving landscape where wholesale meets retail in Retail 2.0.

Join us for a thought-provoking discussion that promises to illuminate the path forward in the dynamic world of energy retailing.



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## PANEL TWO

### **“Artificial Intelligence and Machine Learning Opportunities in Retail Energy” – Sponsored by SmartMeasures.ai**

The integration of artificial intelligence (AI) and machine learning (ML) in the retail energy sector presents unprecedented opportunities for innovation, operational efficiency, and enhanced customer experiences. This panel will explore the transformative potential of AI and ML in shaping the future of retail energy, addressing the opportunities, challenges, and best practices for leveraging these cutting-edge technologies.

This panel will explore how AI and ML are revolutionizing the understanding of customer behavior, enabling personalized product offerings, and enhancing customer engagement in the retail energy sector. We will discuss how to optimize operational processes, including demand forecasting, energy trading, grid management, and maintenance scheduling, leading to greater efficiency and cost savings. AI will also drive energy efficiency initiatives through predictive scheduling, maintenance, energy consumption optimization, and renewable energy integration.

This panel will bring together experts and thought-leaders who are at the forefront of AI and ML who will enlighten us on how it is being used to drive innovation, disrupt traditional business models, and create new market opportunities in the retail energy landscape.

Whether you're a utility executive, technology provider, or industry stakeholder, this session offers a unique opportunity to explore the transformative power of AI and ML and its implications for the future of retail energy.





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## PANEL THREE

### **“Sustainability, Technology, and DER” – Sponsored by Energywell**

The intersection of sustainability, technology, and Distributed Energy Resources (DER) is reshaping the energy landscape, presenting new opportunities and challenges for retail energy industry stakeholders. This panel will explore the environmental benefits of DER adoption, including reduced carbon emissions, improved air quality as well as its implications for energy systems, environmental impact, and market dynamics.

Through real-world case studies and expert analysis, the role of technology in enabling the seamless integration of DER, (including solar, wind, CHP, and energy storage), will be illuminated.

We will also explore the advancements in smart grid technologies and Internet of Things (IoT) applications that are driving efficiency, real-time monitoring, and control of DER assets, contributing to sustainable energy management. The evolution of “prosumer” models, grid resilience, and the emergence of new business opportunities will also be covered.

This panel will feature chief sustainability officers of large consumers of power, industry experts, and technology innovators who will provide a comprehensive exploration of the interconnections between sustainability, technology, and DER in the rapidly evolving energy landscape.

If you are an executive in the retail energy industry, you cannot afford to miss this panel. Join us for a dynamic conversation that promises to illuminate the path forward in building a more sustainable and technology-enabled energy ecosystem.



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## PANEL FOUR

### **“Mergers, Acquisitions and Retail Energy Finance” – Sponsored by VertexOne**

The dynamic landscape of retail energy is witnessing a surge in mergers, acquisitions, and financial transactions, signaling a period of significant transformation and consolidation. This panel will delve into the multifaceted realm of Mergers, Acquisitions, and Retail Energy Finance, exploring the strategic, financial, and regulatory considerations that underpin these activities in the retail energy sector.

The panel of experts and industry leaders will discuss the current trends and drivers of mergers and acquisitions in the retail energy sector, including market consolidation, competitive dynamics, and strategic imperatives for industry players. We will explore the financial strategies and valuation methodologies employed in retail energy transactions, including the assessment of customer portfolios, assets, and the evolving role of renewable energy assets in valuation. We will delve into the regulatory and compliance considerations associated with mergers, acquisitions, and financial transactions in the retail energy space, including antitrust regulations, consumer protection, and market oversight. The panel will also review the investment landscape for retail energy finance, including private equity, venture capital, and the evolving appetite for sustainable energy investments in the context of mergers and acquisitions.

This session will provide attendees with actionable strategies and best practices for navigating the complexities of M&A transactions and optimizing financial outcomes in a dynamic and competitive market environment.

Join us for an engaging panel discussion exploring the intricacies of M&A activity that promises to shed light on potential opportunities and prepare us for challenges in M&A and finance within the retail energy industry.



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## PANEL FIVE

### **CEO ROUND TABLE “National and International Geographic Expansion” – Sponsored by CAPCO**

The CEO Round Table will bring together top executives and industry leaders to explore the strategic imperatives, challenges, and opportunities associated with geographic expansion in the national and international retail energy landscape. The discussion will encompass a wide array of topics, including market entry strategies, regulatory considerations, and the impact of technological advancements on expansion initiatives.

The Panel will delve into the diverse approaches and considerations for entering new national and international energy markets, including organic growth, partnerships, acquisitions, and regulatory compliance. We will address the regulatory and compliance complexities associated with geographic expansion, including navigating diverse legal frameworks, policy implications, and market-specific regulatory requirements. We will explore the role of technology in facilitating geographic expansion, including the use of data analytics, digital platforms, and smart grid solutions to optimize operations and customer engagement in new markets.

Our esteemed panel of CEOs will offer valuable perspectives on the key considerations for expansion. The session will provide a platform for insightful discussions and knowledge-sharing among the six industry leaders who will enlighten us on the complexities and opportunities inherent in national and international geographic expansion in the retail energy sector.

Don't miss this unique opportunity to hear from top executives and gain valuable insights into the strategies and tactics driving geographic expansion in the dynamic energy landscape.



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## “Pre-Conference Breakout Sessions”: (EMC22)

- Session #1 – VertexOne
- Session #2 – Allianz-Trade
- Session #3 – Regulated Utilities
- Session #4 – US AIR Force
- Session #5 – Pending
- Session #6 – Pending
- Session #7 – Pending
- Session #8 – Pending
- Session #9 – Pending
- Session #10– Pending
- Session #11 – Pending





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# EMC Yearly Awards:





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## ***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***





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## **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**

“Good job on EMC21 in Houston, it was a great event. See you in Vegas!”  
– **Harold Marx, NRG**

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

“Thanks for putting on another great EMC!”  
– **Paul Keene, CEO, of Tomorrow Energy**

“EMC is the way we get a pulse on the industry trends, tech, reg. environment and lots more”  
– **Meagan Labossiere, JP Morgan Chase**





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## For More Information Contact:

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Ashely Murphy, New Business Director  
[Amurphy@energymarketingconferences.com](mailto:Amurphy@energymarketingconferences.com)

