



ENERGY MARKETING
CONFERENCES

Engage | Educate | Empower
a Sustainable Future

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.

EMC23

March 24-25, 2025 Houston, TX

“Stronger Together: Building a Resilient Community Through Collaboration and Innovation”





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EMC23 Houston, TX March 24-25, 2025

“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

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

“We are a new technology startup, and so conferences are not always in the budget. EMC provided amazing connections for us, and we added several hundred thousand dollars to our pipeline in just 2 days. The costs of exhibiting were 5% of the pipeline value we generated so the ROI is definitely justifiable.” – Paul Kleen, Pitchit.ai

HOUSTON

Join us at the Hilton Post Oak in the Galleria!

www.energymarketingconferences.com

“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

The semi-annual Energy Marketing Conference is the place to be for timely content and excellent networking opportunities. Sometimes I speak on a panel, and sometimes I am in the audience, but I always have a productive and enjoyable experience when attending the EMC.” – Chris Hendrix, Demand Control 2



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Our Mission: Driving the Energy Industry Forward While Building a Community

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 Washington, DC 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 hundreds of energy professionals together for two full days of networking during meals, breaks and receptions, and exploring our bustling trade show with 40 exhibitor booths. We aim to provide the best opportunities for learning and networking in two major energy hubs of the country, all at an affordable price

EMC23 “Stronger Together: Building a Resilient Community Through Collaboration and Innovation.”



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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



Tammy Murphy
Director of Business Development



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Meet the Advisory Board



Dominique
Bourda



Jonathan
Clites



Misti
Day



Stephen
Fernands



Ananda
Goswami



Shaleen
Gupta



Stephen
King



Bill
Kinneary



Larry
Leikin



Lindsey
Margiotta



Ashely
Murphy



Richard
Spilky



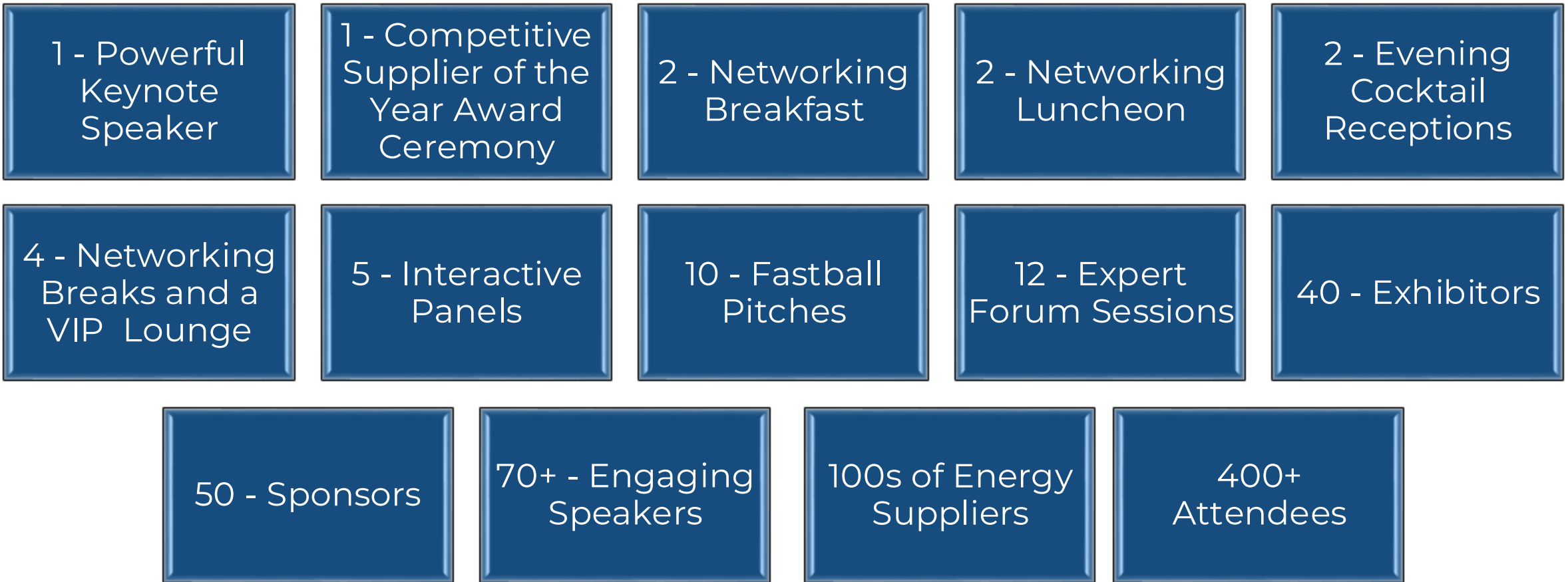
Cari
Templin



Craig
Tropea



EMC23 By the Numbers



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

EDUCATION:

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





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Some of our Distinguished Past Keynotes and Speakers



EMC22 Keynote Speaker
Brandon Schwertner
CEO, Priority Power



Michael Lee
CEO, Octopus
Energy



David Black
CEO, Shell Energy
Resources



Paul Keene
CEO, Tomorrow Energy



David Visneau
Chief Commercial Officer,
Shell Energy Solutions



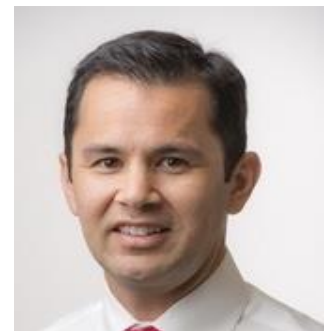
Deryl Brown
Executive Chairman,
Atlantic Energy



Frank McGovern
President, Clearview
Energy



Deb Merrill
President, bp Energy
Retail Company



Sayun Sukduang
CEO,
ENGIE



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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



Rob Cantrell
Atlantic Energy

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



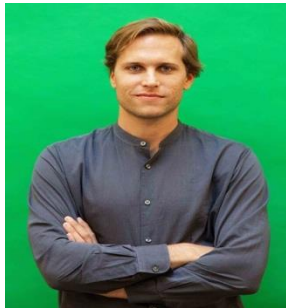
Elizabeth Killenger
NRG



Brittany Hirson
Southbay Energy



Jeff Levine
Great American Gas &
Electric



James McGinniss
David Energy



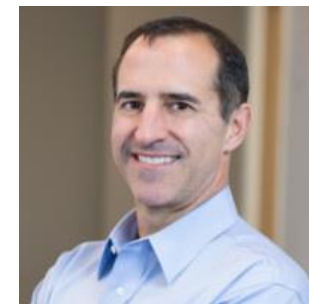
Lisa Perry
Walmart



Richard Spilky
Constellation/RESA



Dan Verbanac
Constellation



Scott White
IGS Energy



Patrick Woodson
Green Energy Exchange

General Session Panels:

1. Panel - “Supply and Demand: Where Is the Power Going to Come from to Meet Demand?” – Sponsored by Customized Energy Solutions
2. Panel - “The Energy Transition: Opportunities for REPs and Brokers in the New World of Sustainability” – Sponsored by Tintelometry
3. Panel - “Are Gentailers the Future of Retail Energy?” – sponsored by ESG
4. Panel - “Establishing a Retail Energy Brand” – Sponsored by Vertex One
5. CEO Round Table “Collaborating Makes us Stronger!” – Sponsored by CAPCO





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PANEL DESCRIPTIONS: PANEL ONE

“Supply and Demand: Where Is the Power Going to Come from to Meet Demand?” – Sponsored by Customized Energy Solutions

As energy demand continues to rise amidst increasing electrification, digital transformation, and ambitious decarbonization goals, one critical question looms: *Where will the power come from to meet this growing demand?* This panel, part of EMC23's theme *"Stronger Together: Building a Resilient Community Through Collaboration and Innovation,"* will explore the complex dynamics of energy supply and demand in a rapidly evolving global market.

Industry experts will dive into the challenges and opportunities presented by grid constraints, renewable energy integration, the role of emerging technologies like battery storage and hydrogen, and the need for investment in infrastructure. Panelists will also address the balance between energy reliability, affordability, and sustainability, while shedding light on the policy and regulatory frameworks needed to support future energy supply.

Attendees will gain valuable insights into how businesses, governments, and energy providers must collaborate to ensure a resilient and reliable energy future. This session is essential for stakeholders looking to understand the key drivers behind energy supply strategies and how innovation will shape the energy markets of tomorrow.



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PANEL TWO

“The Energy Transition: Unlocking Opportunities for REPs and Brokers in the Era of Sustainability” – Sponsored by Intelometry

As the energy transition accelerates toward a more sustainable future, Retail Energy Providers (REPs) and brokers stand at the forefront of this transformation. This panel will explore how REPs and brokers can harness the opportunities created by the global shift toward cleaner, more sustainable energy solutions.

Industry leaders will discuss how REPs and brokers can play a pivotal role in facilitating the adoption of renewable energy and innovative technologies, while helping businesses and consumers meet their sustainability goals. Panelists will delve into emerging market trends, evolving customer expectations, and the impact of regulatory changes, offering strategies for capitalizing on new revenue streams and service models in this dynamic environment.

Attendees will gain insights into how collaboration, technological innovation, and strategic positioning can empower REPs and brokers to lead the energy market's transition. This session is essential for professionals looking to stay competitive, enhance customer relationships, and drive growth in the fast-evolving world of sustainability.



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PANEL THREE

“Gentailers: The Future of Retail Energy?” – Sponsored by ESG

As the energy landscape transforms, the rise of "gentailers"—companies that integrate energy generation as well as wholesale and retail energy products —promises (or threatens) to reshape the future of our industry. This panel will explore the increasing prominence of gentailers and their potential to lead the next wave of energy innovation.

Industry experts will dive into how the gentailer model blurs the lines between energy production and retail, creating a vertically integrated approach that can drive cost efficiencies, improve customer experience, and accelerate the shift toward cleaner energy. Panelists will examine the strategic advantages of gentailers, such as their ability to innovate more rapidly, navigate regulatory challenges, and offer flexible, sustainable energy solutions tailored to evolving market demands.

This session will provide crucial insights into how traditional retail energy suppliers can compete with gentailers with the combination of innovation and collaboration. In the new world of gentailers all energy suppliers must now see their role in improving energy security, flexibility, operational resilience, and long-term sustainability.

Whether you're an energy professional, policymaker, or stakeholder, this discussion will highlight the opportunities and challenges of embracing the gentailer model as a blueprint for the future of retail energy.



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PANEL FOUR

“Marketing Mastery in the Energy Sector: Navigating a New Era” – Sponsored by VertexOne

Join us for an insightful and dynamic panel that explores the evolving landscape of marketing within the energy industry. As part of "Stronger Together: Building a Resilient Community Through Collaboration and Innovation," this discussion will gather thought leaders and experts to delve into essential strategies and trends that are shaping the future of energy marketing.

Key Topics Include:

- **Segmentation & Differentiation:** Discover how innovative segmentation strategies can drive differentiation in an increasingly competitive market.
- **Brand Promise & Value Proposition:** Learn how to craft compelling brand promises that resonate with customers and deliver tangible value.
- **ESG Practices:** Explore the importance of Environmental, Social, and Governance criteria in building a sustainable and ethical brand.
- **Business Models & Customer Propositions:** Examine successful business models and customer propositions that set leaders apart in the energy sector.
- **Intangible Brand Benefits & Unique Product Offerings:** Uncover ways to highlight unique and intangible benefits that enhance brand loyalty and customer engagement.
- **Communication Strategies & Channels:** Identify effective communication strategies and channels to effectively reach and influence your target audience.

Don't miss this opportunity to gain valuable insights and actionable strategies to elevate your marketing efforts within the energy sector. Join us in connecting and collaborating with industry pioneers to build a more resilient and innovative energy community.

Whether launching a new retail energy brand or reimagining an established one, this session offers actionable insights on defining your brand's identity, building consumer trust, and ensuring long-term growth in a competitive landscape. Perfect for energy professionals looking to enhance their brand's visibility and impact.



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PANEL FIVE

CEO Round Table: “Collaborating Makes Us Stronger!” – Sponsored by CAPCO

In an era of rapid change and disruption, collaboration has become a cornerstone of resilience and innovation. This exclusive CEO Round Table brings together top executives from the energy sector to explore how strategic partnerships and collaborative efforts are driving industry transformation.

In this dynamic discussion, industry leaders will share insights on how collaboration—across teams, companies, and sectors—has enabled their organizations to navigate complex challenges, seize new opportunities, and deliver sustainable value. From fostering innovation to enhancing adaptability, panelists will discuss the vital role of cooperation in building stronger businesses and thriving communities.

Attendees will gain a rare, high-level perspective on how visionary leadership and collective action can propel the energy sector forward. This session is a must for executives seeking to leverage the power of collaboration to build resilient organizations, accelerate growth, and stay ahead in an evolving marketplace.

12 Expert Forum Sessions:

- Session #1 – **"25 Years Later: The State of the Electric and Gas Customer Choice"**
- Session #2 – Sponsored by Ochsner Interests
- Session #3 – Sponsored by VertexOne
- Session #4 – TX / ERCOT PANEL / PJM
- Session #5 – Sponsored by Pitchit.ai
- Session #6 – **"Building Bridges: Improving Cooperation between Energy Retailers and Regulated Utilities."**
- Session #7 – Sponsored by ESG
- Session #8 – Sponsored by Sentilink
- Session #9 – PJM Capacity increases going into effect in June – how do we manage these costs... how can we pass them through...
- Session #10 – Available
- Session #11 – Sponsored by CAPCO and Gorilla
- Session #12 – **"Why Do Some AGs and Regulators Want to Eliminate Consumer Choice and Put You Out of Business?"**



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 FULL DAYS OF NETWORKING & LEARNING**
- **Two networking receptions with over 400+ attendees**
- **Ten Networking focused times that include (2) breakfast, (2) lunch, (2) morning breaks, and (2) afternoon break (2) receptions**
- **Twelve Expert Forum sessions**
- **Five-panel sessions delivering industry over 50+ thought leaders to educate and engage our audience**
- **10 Fastball pitches, with the winner receiving a prize**
- **One Competitive Energy Supplier of the Year 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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