



ENERGY MARKETING  
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## "The Power Shift: Redefining Competitive Energy Markets, Insights, Tools, and Leadership"

### Attendee Guide

Are you looking to stay ahead in the ever-evolving energy industry? Take advantage of the premiere 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.

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

# EMC25

April 20-21, 2026

Houston, TX





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# EMC25 Houston, TX April 2021, 2026

**“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](http://www.energymarketingconferences.com)

**I wanted to congratulate and thank you for an amazing conference. the topics, the speakers, the attendees, were all exceptional.” Julien Gattaciecca, Calpine 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 in the 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*

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***Who We Are:***

***Energy Marketing  
Conferences –***

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





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## EMC25 By the Numbers

1 Competitive  
Supplier of the  
Year Award  
Ceremony

1 Networking  
Breakfast

2 Powerful  
Keynote  
Speakers

2 Networking  
Luncheons

2 Evening  
Cocktail  
Receptions

4 Networking  
Breaks and a  
VIP Lounge

6 – Day 1  
Interactive  
Panels

5 Fastball  
Pitches

5 – Day 2  
Engaging  
Panels

30+ Exhibitors

50+ Sponsors

70+ Engaging  
Speakers

100's of Service  
Providers to  
the Industry

100s of Energy  
Suppliers

400+  
Attendees

**= One Incredibly Productive and Enjoyable Event!**



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EMC25 Houston, TX April 20-21, 2026

## 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***
- ***Professional Certification***
- ***Monthly Newsletters of 10,000 energy industry subscribers***
- ***Webinars***



## Some of our Distinguished Past Keynotes and Speakers



**EMC24 Keynote Speaker PJ  
Popovic**  
CEO, Rhythm Energy



**EMC24 Day 1  
Keynote Speaker  
Brigadier General  
Retired Army, Belle  
Jones**

## Some of our Distinguished Past Keynotes and Speakers



**EMC23 Keynote Speaker**  
**Andrew Singer**  
VP, Constellation



**Brandon Schwertner**  
CEO, Priority Power



**Michael Lee**  
CEO, Octopus Energy



**Brandon Schwertner**  
CEO, Priority Power



**Michael Lee**  
CEO, Octopus Energy



**David Black**  
CEO, Shell Energy Resources



**EMC23 Keynote Speaker,**  
**Lindsey Margiotta**  
COO, CleanSky Energy



**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



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## Our Esteemed Past Keynote Speakers



**Sayun Sukduang**  
ENGIE



**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

## Some of our Distinguished Past Keynotes and Speakers



**Rob Cantrell**  
Atlantic Energy



**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



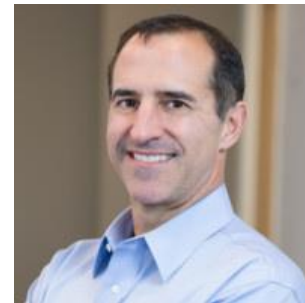
**Lisa Perry**  
Walmart



**Richard Spilky**  
Constellation/RESA



**Dan Verbanac**  
Constellation



**Scott White**  
IGS Energy

## General Session Panels Day One:

- Panel #1: “Where Do We Go from Here? - A Growth Map for Competitive Energy”
- Panel #2: “Four Potentially New Consumer Choice States on the Horizon!” featuring the Retail Energy Alliance League
- Panel#3: “All the Same – But All Different”: Five ISOs – Five Different Worlds.
- Panel#4: “The State of Competitive Energy: State by State
- Panel #5 – “The War on Fraud”
- Panel#6 - “The Future Leaders of Retail Energy”





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## PANEL DESCRIPTIONS: PANEL ONE

### “Where Do We Go from Here? - A Growth Map for Competitive Energy”

Focus: Geographical Expansion Strategies

This strategic panel examines the current landscape and future opportunities for competitive energy market expansion across the United States and internationally. Panelists will provide a comprehensive analysis of the 50-state market structure, including the 15 fully competitive states where retail energy choice is mature, the 25 monopoly states that remain closed to competition, and the 10 hybrid states (including California, Michigan, and Missouri) that offer partial or limited competitive opportunities. The discussion will explore market entry strategies, regulatory barriers, consumer readiness, and the economic viability of expansion into new territories.

Additionally, the panel will assess international expansion opportunities, examining global markets where competitive energy models are emerging or could be successfully introduced. Attendees will gain actionable insights into market prioritization, risk assessment, and growth strategies for geographic diversification.



EMC25 Houston, TX April 20-21, 2026

## PANEL TWO

### **“Four Potentially New Consumer Choice States on the Horizon!” featuring the Retail Energy Alliance League**

This forward-looking panel brings together regulatory experts and industry advocates to examine four states on the cusp of potentially opening to retail energy competition: West Virginia, Indiana, Kentucky, and Michigan. Representatives from the Retail Energy Alliance League will share insights on legislative progress, regulatory proceedings, and grassroots advocacy efforts in each state.

The discussion will cover the unique political and economic drivers in each market, stakeholder positions, timeline projections for market opening, and the potential market size and characteristics. Panelists will also address the challenges and opportunities specific to each state, including utility opposition, consumer education needs, and infrastructure readiness. This session is essential for companies planning their market entry strategies and seeking first-mover advantages in emerging competitive markets.



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## PANEL THREE

### **“All the Same – But All Different”:** Five ISOs – Five Different Worlds.

Comparative Analysis of ISO Operations and Regulations

This comprehensive panel features five senior executives, each representing a major Independent System Operator: PJM, ERCOT, NYISO, ISO-NE, and MISO. Despite operating under similar fundamental principles of competitive wholesale electricity markets, each ISO presents unique challenges and opportunities for retail energy providers.

The discussion will dive deep into the operational differences that impact retail suppliers, including marketing regulations, billing mechanisms, wholesale supply structures (capacity vs. energy-only markets), and settlement procedures. Panelists will explore innovative product offerings enabled or constrained by each ISO's rules, Time-of-Use product implementation, demand response opportunities, and emerging grid services.

The session will also address how regulatory differences affect customer acquisition costs, margin management, and risk profiles across these markets, providing attendees with practical insights for multi-ISO operations and strategy development.



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## PANEL FOUR

### **“The State of Competitive Energy: State by State**

Navigating Regulatory Complexity Across Markets

This detailed operational panel addresses the complex patchwork of state-specific regulations and market structures that define the competitive energy landscape. Expert panelists will decode the varying nomenclature and billing arrangements across states, including Rate Ready, Purchase of Receivables (POR), Bill Ready, Dual Billing, and Consolidated Billing systems, and their implications for supplier operations and cash flow.

The discussion will examine state-specific technological capabilities and limitations, including smart meter deployment, interval metering availability, and the feasibility of offering variable rate products. Panelists will analyze how utilities in different states approach hedging strategies and how Price-to-Compare (PTC) calculations vary affecting competitive positioning.

The session will conclude with a collaborative brainstorming segment on market redesign possibilities, identifying regulatory reforms that could enhance market efficiency and consumer benefits while maintaining system reliability.



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## PANEL FIVE

### “The War on Fraud”

Protecting Markets and Consumers from Bad Actors

This critical panel addresses the growing challenge of fraudulent activities in competitive energy markets that threaten industry credibility and consumer trust. Industry leaders, regulatory enforcement officials, and consumer advocates will discuss the evolving landscape of energy fraud, including slamming, cramming, deceptive marketing practices, and identity theft.

The panel will examine current detection methodologies, prevention strategies, and the role of technology in identifying fraudulent patterns before they cause harm. Discussion topics include industry self-policing initiatives, regulatory enforcement actions, collaboration between suppliers and utilities to prevent fraud, and the balance between market access and consumer protection.

Panelists will share case studies of successful fraud prevention programs and discuss emerging threats, including digital fraud schemes and synthetic identity fraud, providing attendees with actionable strategies to protect their businesses and customers.



EMC25 Houston, TX April 20-21, 2026

## PANEL SIX

### “The Future Leaders of Retail Energy”

Next Generation Perspectives on Industry Evolution

This dynamic panel showcases emerging leaders who represent the next generation of retail energy executives, bringing fresh perspectives on industry transformation and innovation. These rising stars will share their vision for the industry's future, discussing how changing consumer expectations, technological advancement, and sustainability imperatives are reshaping competitive energy markets.

Topics include attracting and retaining millennial and Gen Z talent, leveraging digital-native approaches to customer engagement, integrating renewable energy and DERs into retail offerings, and building company cultures that foster innovation.

The panel will explore how younger professionals view traditional industry practices and what changes they believe are necessary for long-term market success. This session provides valuable insights for succession planning, organizational development and understanding the workforce dynamics that will shape the industry's next decade.

## General Session Panels Day Two:

- Panel 1: “AI in Action: Transforming Acquisition, Operations, and Market Strategy”
- Panel 2: “SB-6 and the Future of ERCOT: Capacity, DERs and the Competitive Uncertainty”
- Panel 3: Suppliers and Brokers: “Whose Customer Is It?”
- Panel 4: “Rules of Engagement: Compliance, Consent, and Customer Trust in 2026”
- CEO Round Table “The Power Shift: Redefining Competitive Energy Markets, Insights, Tools, and Leadership”





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## DAY TWO DESCRIPTIONS: PANEL ONE

### “AI in Action: Transforming Acquisition, Operations, and Market Strategy”

Practical Applications of Artificial Intelligence in Retail Energy

This technology-focused panel explores the transformative potential of artificial intelligence across the retail energy value chain. Industry innovators and technology partners will demonstrate real-world AI applications that are driving operational efficiency and competitive advantage.

Key topics include advanced demand forecasting using machine learning algorithms, Customer Lifetime Value (CLV) modeling for improved acquisition targeting, sophisticated fraud detection systems that adapt to new threats, and DER aggregation optimization through AI-powered grid management. The panel will also examine the deployment of conversational AI and chatbots for customer experience enhancement, discussing implementation challenges, ROI metrics, and the balance between automation and human touch. Attendees will learn about practical AI adoption strategies, vendor selection criteria, data requirements, and the organizational changes necessary to leverage AI effectively in their operations.



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## PANEL TWO

### **“SB-6 and the Future of ERCOT: Capacity, DERs and the Competitive Uncertainty”**

Navigating Texas Market Evolution

This Texas-focused panel examines the implications of Senate Bill 6 and other regulatory changes on the ERCOT market's future structure and competitive dynamics. Expert panelists will analyze proposals for capacity market mechanisms or alternatives to address reliability concerns while maintaining competitive markets.

The discussion will explore the rapid growth of Distributed Energy Resources (DERs) in Texas, including rooftop solar, battery storage, and virtual power plants, and their integration into wholesale and retail market operations.

Panelists will address the uncertainty facing competitive retailers, including potential changes to wholesale market design, cost allocation methodologies, and the role of competitive suppliers in grid reliability.

The session will provide strategic insights for navigating regulatory uncertainty, positioning for potential market restructuring, and capitalizing on DER opportunities while managing associated risks in the nation's largest competitive electricity market.



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## PANEL THREE

### **Suppliers and Brokers: “Whose Customer Is It?”**

Redefining Partnership Dynamics for Market Success

This collaborative panel brings together suppliers and brokers to address the ongoing tensions and opportunities in their critical business relationships. The discussion will tackle the fundamental question of customer ownership and explore models for more effective partnership structures that benefit all parties, including end consumers.

Topics include commission structures and transparency, customer retention responsibilities and economics, data sharing and privacy considerations, and conflict resolution mechanisms.

Panelists will discuss best practices for channel partner management, the role of technology in facilitating supplier-broker collaboration, and emerging partnership models that align incentives for long-term success.

The session will feature case studies of successful partnerships and provide frameworks for negotiating agreements that protect interests while fostering market growth and customer satisfaction.



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## PANEL FOUR

### **“Rules of Engagement: Compliance, Consent, and Customer Trust in 2026”**

Evolving Sales, Marketing, and Regulatory Compliance

This essential compliance and ethics panel addresses the rapidly changing landscape of customer acquisition regulations and best practices in competitive energy markets. Legal experts, compliance officers, and marketing leaders will discuss recent and upcoming changes to TCPA regulations and their impact on customer acquisition strategies.

The panel will explore evolving solicitation norms across different channels, the implementation of omnichannel marketing while maintaining compliance, and the definition and practice of "ethical energy sales" in today's market.

Topics include consent management in a multi-touch world, balancing aggressive growth with regulatory compliance, building and maintaining customer trust through transparent practices, and preparing for anticipated regulatory changes in 2026 and beyond.

Attendees will gain practical guidance on compliance program development, training requirements, and creating competitive advantages through ethical market practices.



EMC25 Houston, TX April 20-21, 2026

## PANEL FIVE

### **The CEO Round Table: “The Power Shift: Redefining Competitive Energy Markets, Insights, Tools, and Leadership”**

Executive Perspectives on Industry Transformation

This exclusive CEO Round Table brings together chief executives from leading retail energy companies for a high-level strategic discussion on the forces reshaping competitive energy markets.

Topics include the acceleration of energy transition and its impact on business models, consolidation trends and M&A opportunities, the role of competitive markets in achieving decarbonization goals, and technology investments that will define market leaders.

CEOs will share insights on navigating regulatory and political headwinds, building resilient organizations capable of adapting to rapid change, and the leadership qualities necessary for success in an evolving industry.

The discussion will address strategic positioning for the next decade, including capital allocation priorities, talent development strategies, and the balance between traditional energy supply and emerging energy services. This candid executive dialogue will provide attendees with strategic insights and inspiration for leading their organizations through industry transformation.

## 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**
- **Nine Networking focused times that include (2) breakfast, (2) lunch, (1) morning breaks, and (2) afternoon break (2) Receptions**
- **Eleven-panel sessions delivering industry over 70+ thought leaders to educate and engage our audience**
- **5 Fastball pitches, with the winner receiving a prize**
- **One Competitive Supplier of the Year Award**
- **30+ competitive energy-focused vendors exhibiting**
- **50+ competitive energy-focused sponsors supporting the industry**
- **Subscription to monthly industry newsletter**



# EMC25 Houston, TX April 14-15, 2026





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EMC25 Houston, TX April 14-15, 2026

## “ 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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EMC25 Houston, TX April 14-15, 2026

## *Meet the EMC Team*



Jack Doueck,  
Founder & Chairman



Christina Corcoran,  
Managing Director



Tammy Murphy  
Director of Business Development



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EMC25 Houston, TX April 14-15, 2026

## Meet the Advisory Board



Dominique  
Bourda



Jonathan  
Clites



Misti  
Day



Stephen  
Fernands



Ananda  
Goswami



Shaleen  
Gupta



Stephen  
King



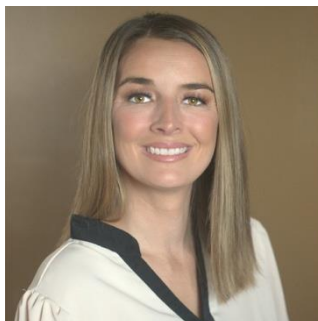
Bill  
Kinneary



Larry  
Leikin



Lindsey  
Margiotta



Ashely  
Murphy



Richard  
Spilky



Cari  
Templin



Craig  
Tropea



EMC25 Houston, TX April 14-15, 2026

## For More Information Contact:

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[Ccorcoran@EnergyMarketingConferences.com](mailto:Ccorcoran@EnergyMarketingConferences.com)

Tammy Murphy, New Business Director  
[Tmurphy@energymarketingconferences.com](mailto:Tmurphy@energymarketingconferences.com)



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CONFERENCE IN NORTH AMERICA**

