ENERGY MARKETING CONFERENCES

ATTENDEE GUIDE

CHOICE UNDER SIEGE

The Battle to Save Competitive Energy

APRIL 6-7, 2027 | HOUSTON, TEXAS

Hilton Houston Post Oak by the Galleria

WORKING DRAFT / NOVEMBER 10, 2026

Welcome to EMC27

Bring your perspective. Find useful connections. Leave with a practical next step.

Competitive energy brings together people with different responsibilities and a shared interest in making choice work for customers. EMC27 creates space to examine the pressures, compare experiences and connect the people who can help address them.

CHOICE UNDER SIEGE

The theme asks us to look closely at customer value, market access, trust, supply and innovation. Use this guide to connect those conversations with the decisions you face in your own work.

EVENT ESSENTIALS

WHEN	Tuesday-Wednesday, April 6-7, 2027
WHERE	Hilton Houston Post Oak by the Galleria
ADDRESS	2001 Post Oak Boulevard, Houston, TX 77056
TIME ZONE	Central Time for all conference programming
QUESTIONS	info@energymarketingconferences.com

FIND YOUR WAY THROUGH THE GUIDE

03 Plan your two days

04 Meet the eight-part ecosystem

05 Choose your conversations

06 Make useful connections

07 Turn a conversation into action

08 Arrival, help and updates

Plan your two days

Program preview. Session times, speakers, rooms and activity registration details are being finalized.

The main conference begins Tuesday afternoon and continues through Wednesday. Watch EMC updates for the final agenda before making your onsite plans.

01 Tuesday, April 6

PLANNED PROGRAM

Morning options	Training and networking experiences are in development. Availability, timing and sign-up details will be announced.
Afternoon	Welcome, keynote, panel conversation, executive talk, peer discussions and time to connect with exhibitors.
Evening	Opening reception and continued conversations with the EMC community.

02 Wednesday, April 7

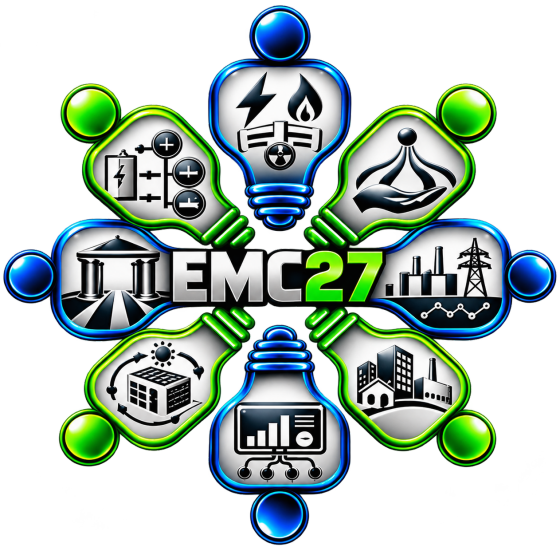
PLANNED PROGRAM

Morning	Networking breakfast, keynote and industry conversations.
Through the day	Panels, executive perspectives, awards, lunch, exhibitor visits and networking breaks.
Later in the day	CEO roundtable and closing reception.

Innovation programming and other participation opportunities will be announced as the program is confirmed.

Find your place in the ecosystem

Each arm represents a part of the community. Look for connections beyond the people who do the same work you do.



EMC27 CONNECTS ALL EIGHT

01 Retail Suppliers

Competitive electricity, natural gas and customer energy products.

02 Brokers, Consultants & Customer Advisors

Procurement guidance and advice grounded in customer needs.

03 Wholesale Power, Generation & Markets

Supply, infrastructure, trading and market dynamics.

04 Customers & Energy Users

Household, business and industrial needs and experiences.

05 Technology, Data & Business Services

Platforms, analytics and operational support.

06 Distributed Energy & Onsite Solutions

Solar, onsite generation, microgrids and energy management.

07 Policy, Advocacy & Market Development

Consumer protection, competition and market access.

08 Storage, Flexibility & Virtual Power Plants

Batteries, demand response and coordinated resources.

Numbers follow the emblem clockwise, starting at the top. Your work may connect to several segments.

Choose the conversations you need

Use these questions to plan your sessions, meetings and exhibitor visits as the agenda is released.

Make customer value clear

How do we show value at enrollment, on the bill and at renewal?

Connect with suppliers, advisors, customers and technology teams.

Understand costs and supply

Which costs can we influence, and what changes would improve the outcome?

Connect with wholesale specialists, suppliers, advisors and customers.

Navigate rules and market access

What protects customers while keeping meaningful choice available?

Connect with policy experts, consumer voices, suppliers and advisors.

Fix a process that creates friction

Where does information get lost, and who needs to help fix the handoff?

Connect with technology, operations, service teams and data owners.

Evaluate onsite energy and flexibility

Does the offer fit the customer after costs, obligations and operating limits?

Connect with customers, onsite providers, storage specialists, suppliers and market experts.

Choose one question you want answered and one perspective you want to understand better.

Make the connections count

Come with a specific challenge and leave room for a conversation you did not expect.

A SIMPLE WAY TO INTRODUCE YOURSELF

"I work on [area]. We're trying to improve [specific problem]. I'd like to meet someone who has experience with [need]."

At an exhibitor booth

- What problem does this solve?
- What would implementation require?
- What results can you show, including limits and costs?

In a networking conversation

- What are you working on?
- Where have you made progress?
- Who else should be part of this conversation?

Build connections across career stages

Women's Energy Alliance	Ask about WEA connections, mentorship and opportunities to participate.
Young Professionals Network	Meet peers and experienced professionals who can share practical career insight.
EMC Intern Program	Learn how students and emerging professionals can connect with the industry.

Build skills, too. Training is planned for EMC27. Topics, eligibility and sign-up instructions will be shared with program updates.

Turn a conversation into action

Capture the problem, the people who can help and a next step you can follow through on.

MY BARRIER

Be specific about what is getting in the way.

THE PERSPECTIVE OR PARTNER I NEED

Identify the expertise that could help.

ONE NEXT STEP

Record the action, the person and the timing.

BEFORE YOU LEAVE

Choose one idea to test, one person to follow up with and one introduction you can make for someone else.

Arrival, help and updates

Keep the event page handy for the final agenda and details released closer to EMC27.

Your venue

Hilton Houston Post Oak by the Galleria
2001 Post Oak Boulevard
Houston, TX 77056

Hotel: 713-961-9300

EMC hotel booking link

Hotel information and directions

Arrange your travel and parking with the hotel. Confirm current rates and any conference arrangements before arrival.

Before you arrive

- ☐ Keep your registration confirmation accessible.
- ☐ Review the latest agenda and activity sign-up requirements.
- ☐ Bring a short introduction and a way to exchange contact details.
- ☐ Contact EMC about accessibility or dietary needs in advance.

SCAN FOR EVENT UPDATES

Open the EMC27 event page

Questions? Connect with EMC.

info@energymarketingconferences.com

Onsite help location and mobile app instructions will be shared before the event.

Logistics checked November 10, 2026.