



4th annual

ENERGY RETAIL EXCELLENCE 2026

Sponsorship & exhibition prospectus

Energy Retail Excellence 2026

For retailers at the forefront of the energy transition

2–4 December 2026 | Sydney, Australia

Partnership enquiries

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What is Energy Retail Excellence 2026?

Energy Retail Excellence 2026 is the only event dedicated specifically to the energy retail sector.

As wholesale cost volatility, affordability pressure, customer complexity, regulatory change and distributed energy uptake reshape the market, this conference brings retailers, gentailers, regulators, policymakers, technology providers and customer specialists together to explore practical responses to the biggest issues facing retail energy.

Energy Retail Excellence will be dominated by leaders from Australian retailers, large and small. It is also where you can meet retailers from the APAC region, networks, and state and federal policy makers and regulators.

"This has become an essential conference for me to connect and hear about all parts of our industry"

OLIVIER PETITPIERRE, GENERAL MANAGER DIGITAL, ENGIE

At a glance

Dates

2–4 December 2026

Location

Sydney, Australia

Format

2 conference days

Audience

Energy retailers, gentailers, regulators, policy makers and networks

Focus

Affordability, customer experience, regulation, digital, data and CER

Who will you meet?

Energy Retail Excellence 2026 brings together mid- to senior-level leaders from energy retailers and gentailers, alongside the regulators, policy makers and specialists shaping the retail market. These are the people accountable for margin, compliance, customer outcomes and the operational reality of the energy transition.

Retail leadership

Mid- to senior-level leaders from energy retailers and gentailers setting direction for the retail business

Strategy, commercial and operations

Retail, strategy, commercial, operations and customer experience executives

Regulatory, policy and compliance

Regulatory, policy and compliance professionals shaping market direction

Credit, collections and hardship

Credit, collections and customer hardship leaders focused on affordability and vulnerability

Digital, data and innovation

Digital, data, marketing and innovation teams exploring AI, analytics and automation

APAC, networks and government

Retailers from the APAC region, distribution networks and state and federal policy makers

"Good conversations very specific to retailers"

LIBBY DALE, CO-FOUNDER, SMARTMEASURES

Audience breakdown

Who is in the room?

Based on past attendance, we anticipate the following audience breakdown.

63%

Energy retailers

16%

Regulators and
government departments

14%

Solution providers and
consultants

7%

Electricity distribution
networks

Some of the retailers who attend



Why retail leaders will be in the room

The delegates attend to solve the commercial problems they are facing right now, not to revisit theory. They are open to hearing from partners with answers and technology that can help them with these challenges.

"Great to focus on a range of retail topics"

BRIDGET WARD, MANAGER - SERVICE HUB, MERCURY ENERGY

"Networking is great. The lunch and drinks on the first day were really good. Everyone is so friendly."

LARA PASINATI, BUSINESS RELATIONSHIP MANAGER, YURIKA

The conversation partners join

2 days of retail-specific programming

63% of the room are energy retailers

1 event dedicated solely to energy retail

Your target audience will attend to:

- Respond to wholesale cost volatility and affordability pressure without eroding margin
- Improve customer experience, retention and complaint outcomes across increasingly complex products
- Support customers in hardship with better credit, collections and vulnerability practice
- Prepare for regulatory change and keep compliance obligations moving alongside the business
- Manage the operational reality of smart meter rollout, interval data and dynamic tariffs
- Orchestrate distributed energy, VPPs and CER as they reshape the customer relationship
- Apply AI, analytics and automation to billing, service and retention in practical ways

Who should partner, and why

Who should partner?

If you help energy retailers improve billing, customer management, market operations, trading, metering, customer service, digital engagement, data analytics, AI, VPP/CER orchestration or regulatory compliance, Energy Retail Excellence 2026 should be part of your sales and marketing campaign.

This is your opportunity to meet senior retail decision-makers looking for solutions that reduce operational complexity, protect margins, improve customer outcomes, support smart meter and CER rollouts, and strengthen compliance in a fast-changing market.

Software and platform providers

Billing, CIS, CRM, customer analytics, switching, onboarding, ETRM, VPP/CER and AI-enabled software

Consultants and advisers

Retail strategy, pricing and tariff design, regulatory economics, digital transformation, customer operations and platform selection

Contact centre and CX specialists

Outsourced customer service supporting billing, hardship, technical smart-meter queries and high-volume interactions

Metering, data and field services

Smart metering, data services, field operations and compliance providers managing deployment, interval data and dynamic tariffs

Why partner?

Through consultation with our in-house marketing strategists, we will tailor a programme to suit your objectives, whether they involve thought leadership, branding, lead generation, specific one-on-one meetings or a more social networking moment.

Key partnership benefits

- Access senior decision-makers from Australia's energy retailers and gentailers
- Generate targeted leads from retailers actively investing in systems, service and compliance
- Showcase expertise across billing, CX, data, AI, metering and CER orchestration
- Build credibility with regulators, policy makers and networks in the same room
- Strengthen brand visibility through speaking, exhibition, digital promotion and event marketing
- Tailor your package to thought leadership, lead generation or relationship-building

Sponsorship and exhibition packages

Investment rates are in Australian dollars and exclusive of GST. All packages include additional pre- and during-event branding: company logo and description on the website, logo on the conference holding slide, a social media post announcing your involvement and pull-up banners displayed at the event.

Gold Sponsor

Ex GST

\$25,000

Gold is a strategic partnership for organisations looking to lead the conversation. You are positioned at the centre of the event with premium thought leadership opportunities, and your brand benefits from top-tier visibility across all marketing channels. Designed to strengthen brand authority, generate high-value leads and build relationships.

Inclusions

- Speaking slot (20 minutes)
- Panel participation (40 minutes)
- 2x3m exhibition space
- 5 x conference passes
- Top-tier branding pre, during and post event
- Access to attendee list

Silver Sponsor

Ex GST

\$22,000

Silver delivers a strong balance of visibility and engagement. It includes a presentation, exhibition space, prominent brand exposure and direct access to delegates through networking, ideal for elevating your profile, showcasing your expertise and generating qualified leads.

Inclusions

- Speaking slot (20 minutes)
- 2x3m exhibition space
- 4 x conference passes
- Branding pre, during and post event
- Access to attendee list

Bronze Sponsor

Ex GST

\$19,000

Bronze is a smart entry point for organisations seeking credible exposure and face-to-face engagement. It includes panel participation, exhibition space, brand visibility and networking opportunities to showcase expertise, generate leads and build relationships with an influential audience.

Inclusions

- Panel participation (40 minutes)
- 2x3m exhibition space
- 3 x conference passes
- Branding pre, during and post event
- Access to attendee list

Further ways to partner

Targeted packages for organisations building profile, owning a networking moment, or seeking brand visibility with every attendee.

Exhibitor Package

\$10,000

Ex GST

A dedicated exhibition space to engage delegates, showcase your products or services and increase brand visibility. A cost-effective way to generate qualified leads and meet key decision-makers.

- 2x3m exhibition space
- 2 x conference passes

Evening Reception Sponsor

\$15,500

Ex GST

Own the networking moment of the conference, including a 5-minute address at the close of day one, before drinks start. The most relaxed and receptive point of the programme.

- 5-minute address
- 2x3m exhibition space
- 2 x conference passes

Coffee Cart Sponsor

\$18,000

Ex GST

Brand the coffee cart and the busiest gathering point of the event, with the opportunity to provide branded cups. Coffee cart, barista and coffee are included.

- Branded coffee cart and cups
- 2x3m exhibition space
- 2 x conference passes

Lanyard Sponsor

\$12,000

Ex GST

Provide the event lanyards with your logo. Branding worn by every attendee, for the full duration of the conference.

- Logo on every attendee lanyard
- Branding across event materials
- 2 x conference passes

Sponsorship and exhibition packages are available now

Bespoke packages can be built around your objectives, including a branded registration desk, Wi-Fi, seat drop or any other idea you have. All packages include additional pre- and during-event branding.

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Next steps

Let's talk about your partnership

We work with a small number of select partners to maximise mutual value. Contact us to discuss a package built around your objectives, from thought leadership and lead generation to brand positioning and long-term relationships with Australia's energy retailers.

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