

Content Meets Commerce

Exhibit Sales Roundtable

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*How Sales + Content Collaboration Creates
More Valuable Opportunities*

6 Principles for Collaboration

- 1. Start with business objective**
- 2. Bring content in early**
- 3. Know what's negotiable**
- 4. Know who leads when**
- 5. Stay aligned in front of client**
- 6. Build for the long term**

C Space at CES: Collaboration in Action



Locked to Unlocked

Locked Silos



Unlocked

- Traditional inventory
- Meeting space without a draw
- Standard paid programming
- Separate relationships and expertise
- Teams pitching their own products
- Transactional sale

- A new participation model
- Content became audience engine
- Demand + exclusivity
- Access + credibility
- One customer solution
- A platform that grew over time

The Playbook

What Sales needs from Content

- Early visibility
- Flexibility + creativity
- Expert support in the room

What Content needs from Sales

- Visibility into the pipeline
- Clear expectation-setting
- Treat thought leadership as real commercial inventory

Thank you!



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