



**FOR IMMEDIATE RELEASE**

**INCISIVE MEDIA EVENTS AND EDGE LEGAL MARKETING EXPAND THE EDGE ROOM® TO GIVE MEDIA A BROADER VIEW INTO LEGAL VENDOR NEWS**

**NEW YORK and MINNEAPOLIS – January 28, 2009** – Incisive Media Events, host of the largest technology trade show and conference in the legal industry, and Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, today announced the addition of new features to The Edge Room. The Edge Room ([www.TheEdgeRoom.com](http://www.TheEdgeRoom.com)) is an online press room designed to bring exhibitors and media closer together at LegalTech New York, scheduled February 2-4, 2009. It enables exhibitors to easily upload their company information and show announcements, and gives media attending the event electronic access to search and view this information and plan their meeting itineraries for the event.

Exhibitors will be able to easily upload company information and post announcements that they want to share with media attending the event in a secure online format.

New features of The Edge Room include:

- Ability to upload unlimited number of documents, including logos, product shots, videos and podcasts
- Link to exhibitor prospectus
- Access to the list of registered media
- Access to the preregistered attendee list
- Event discussion board

Exhibitors received access to The Edge Room two weeks ago and they are actively posting press releases, logos, corporate overviews, sales collateral and product screen shots.

Media began accessing the site on January 19, 2009, and will continue to do so throughout the show. Deadline for exhibitors to submit information to The Edge Room is February 1, 2009.

Last year, LegalTech New York attracted 13,000 attendees and featured almost 300 exhibiting companies. For a conference agenda, exhibitor list and other details, visit [www.legaltechshow.com](http://www.legaltechshow.com). Show information is also available through [LinkedIn](#) and [Twitter](#).

LegalTech is presented by Incisive Media Conferences and Trade Shows, a leading producer of educational and networking events for business leaders and professionals. Other Incisive Media events include Incisive Media Legal Conferences, Insight Information Conferences, the RealShare Conference series and the Search Engine Strategies conference series.

#### **About Incisive Media**

Incisive Media is a leading global provider of specialized business news and information, in print, in person and online. The company's principal markets include financial services, legal services, commercial real estate, marketing services and risk management. Incisive Media's market-leading brands include *Accountancy Age*, *Computing*, *Investment Week*, *Legal Week*, *LegalTech*, *Post*, *Real Estate Forum*, *Risk*, *Search Engine Strategies* and *The American Lawyer*. For more information, visit [www.incisivemedia.com](http://www.incisivemedia.com).

#### **About Edge Legal Marketing**

Edge Legal Marketing ([www.EdgeLegalMarketing.com](http://www.EdgeLegalMarketing.com)) delivers marketing and public relations expertise to service, software and hardware providers targeting the legal market. They help B2B businesses market and sell their products and services to corporate legal departments, law firms, federal and state courts and legal associations. Edge Legal Marketing services include strategic planning, marketing and e-marketing action plans, alliance building, Web site development, market research, public relations and advertising (concept and media plans).

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