



**FOR IMMEDIATE RELEASE**

**ILTA AND EDGE LEGAL MARKETING PARTNER TO BRING “GREEN” PRESS ROOM TO ILTA ‘09 EDUCATIONAL CONFERENCE**

*‘The Edge Room’ gives exhibitors and media a simple online communication tool.*

**Austin, TX and Minneapolis, MN – July 29, 2009** – International Legal Technology Association (ILTA), the premier peer networking organization of the legal technology profession, and Edge Legal Marketing, a marketing and public relations firm serving the needs of companies targeting the legal market, have partnered to bring The Edge Room—a “green” version of the old press room—to ILTA ‘09. ILTA ‘09 will be held at the Gaylord National Resort & Conference Center, Washington, DC, August 23-27. The Edge Room is a “green” initiative and will enable sponsors and exhibitors to easily upload their company information and show announcements. This gives members of the media electronic access to view this information and plan their stories or meeting itineraries for the conference.

Members of the media registered to attend ILTA ‘09 will be given a unique username and password to access the information submitted by exhibitors at the conference. They will be able to plan their time prior to attending the show, and will have online access to search, view and download information on the companies in attendance.

Exhibitors and sponsors interested in submitting information to this secure site need to send a direct request email to [nmartin@EdgeLegalMarketing.com](mailto:nmartin@EdgeLegalMarketing.com) and instructions and login information will be provided. The deadline to post information on The Edge Room is Monday, August 24, 2009. If you are a member of the media and would like to request a free press pass or would like access to The Edge Room, contact [nmartin@EdgeLegalMarketing.com](mailto:nmartin@EdgeLegalMarketing.com).

ILTA ‘09 will be held at the Gaylord National Resort & Conference Center, Washington, DC, August 23-27. The theme is “Leading Technology | Optimizing Value,” and the conference includes 26 educational tracks and 192 educational sessions. For more details about ILTA ‘09, visit <http://conference.iltanet.org/default.aspx>.

**About ILTA**

ILTA ([www.iltanet.org](http://www.iltanet.org)) is the premier peer networking organization, providing information to members to maximize the value of technology in support of the legal profession. ILTA is a successful organization with an ever-growing membership base. ILTA provides members with annual conferences and meetings, webinars and other peer networking opportunities, *Peer to Peer* magazine, white papers and surveys.

**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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