



**FOR IMMEDIATE RELEASE**

## **The Edge Room Opens for Press Coverage at LegalTech New York 2014**

*Edge Legal Marketing and ALM partner to provide expanded PR at the most important legal technology trade show of the year*

**Minneapolis, MN – December 18, 2013** – Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, today announced that The Edge Room is open for [LegalTech® New York 2014](#) exhibitors to upload their company logo, press releases, white papers, articles and company brochures. LegalTech New York, the largest legal technology event of the year, will be held February 4 to February 6 at The Hilton New York.

[ALM](#) and [Edge Legal Marketing](#) have partnered to expand press coverage at LegalTech New York. With the invention of The Edge Room™ – an online version of the traditional pressroom – exhibitors can easily upload their company information and post announcements prior to the show for media access. Edge Legal Marketing will send login credentials to its proprietary legal and mainstream media database so that they may have exclusive access to view exhibitor announcements and company information. This affords media the opportunity to plan on-site briefings and easily cover breaking news. The Edge Room can be found at [www.theedgeroom.com](http://www.theedgeroom.com).

The Edge Room also includes additional exposure for exhibitors via its social media outlets on [Twitter](#) (#LTNY), [LinkedIn](#) and [Facebook](#). Press releases can be automatically posted on [The Edge Room](#) blog, which is optimized for search engine crawlers to help companies boost their SEO.

“It is not surprising that LegalTech New York draws in the most media as it’s the pinnacle of legal technology shows,” says Amy Juers, founder and CEO of Edge Legal Marketing. “Through its partnership with ALM, Edge has provided The Edge Room to media so that they can quickly get their hands on breaking news and product launches and provide comprehensive coverage for their respective publications. We are expecting a record number of exhibitors and media using The Edge Room this year.”

An email with login information has been sent to all exhibitors explaining how to submit press releases and media kits to The Edge Room. In January, media will be given secured access to view and download the online information submitted by exhibitors. If

you have questions, please email [vlabrosse@EdgeLegalMarketing.com](mailto:vlabrosse@EdgeLegalMarketing.com). To learn more about The Edge Room, visit [www.theedgeroom.com](http://www.theedgeroom.com) today.

### **About LegalTech**

LegalTech ([www.legaltechshow.com](http://www.legaltechshow.com)) is the most important legal technology event of the year. Legal technology is constantly changing, and LegalTech offers law firms and legal departments the ability to stay on top of this evolution to improve their law practice management. When you attend a LegalTech event, you can earn CLE credits, learn about the newest advances in technology to help meet your law firm or legal department's needs and network with industry leaders.

LegalTech is part of ALM Conferences and Trade Shows, a leading producer of educational and networking events for business leaders and professionals. As a dynamic global business, ALM is committed to the development and success of the people it works with and the communities it serves. ALM aims to deliver the highest standards of integrity, fair dealing and quality in the services it provides. For more information, visit [www.alm.com](http://www.alm.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. The company helps 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, website development, market research, public relations and advertising (concept and media plans).

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### **Media Contact:**

Vicki LaBrosse  
Director of Media Relations  
Edge Legal Marketing  
651.552.7753  
[vlabrosse@EdgeLegalMarketing.com](mailto:vlabrosse@EdgeLegalMarketing.com)