



FOR IMMEDIATE RELEASE

The Edge Room Opens for Press Coverage at LegalTech New York 2015

Partnership between Edge Legal Marketing and ALM provides expanded PR at the year's biggest legal technology event

Minneapolis, MN – December 15, 2014 – Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, announce that The Edge Room is open for [LegalTech® New York 2015](#). Beginning today, registered exhibitors may upload their company logo, recent press releases, articles, papers and other materials they wish to share with industry media representatives. LegalTech New York, the largest and most important legal technology event of the year, will be held February 4-6, 2015, at The Hilton New York.

Originally launched in 2007, The Edge Room is a modern version of the traditional trade show press room. [ALM](#) partners with [Edge Legal Marketing](#) to offer this convenient service to conference exhibitors and qualified members of the media.

LegalTech exhibitors upload their company information and post announcements in advance of the event for media access. Edge Legal Marketing grants login credentials to qualified members of its proprietary legal and mainstream media database, providing them exclusive access to preview exhibitor announcements and company background. This affords media representatives the opportunity to plan on-site briefings and easily cover breaking news. The Edge Room can be found at 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.

Says Amy Juers, founder and CEO of Edge Legal Marketing: “2015 marks the eighth year exhibitors and the media will be using The Edge Room to share information in their preparations for LegalTech New York, and we are thrilled to partner with ALM to provide this service.” She adds, “As this show is the pinnacle of legal technology events, we see increased usage every year by both exhibitors and media, and we expect a record number from both groups to access The Edge Room in 2015.”

An email with login information has been sent to all LegalTech New York exhibitors, providing information on how to submit press releases and media kits to The Edge

Room. In January, the 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. To learn more about The Edge Room, visit www.theedgeroom.com today.

About LegalTech

LegalTech (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.

About Edge Legal Marketing

Edge Legal Marketing (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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