



FOR IMMEDIATE RELEASE

The Edge Room Opens for Press Coverage at Legaltech West Coast 2015

Edge Legal Marketing and ALM partner to provide expanded PR for this important legal technology tradeshow

Minneapolis, MN – June 1, 2015 – [Edge Legal Marketing](#), a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, today announced [The Edge Room®](#) is open for [Legaltech® West Coast 2015](#) for exhibitors to upload their company logos, press releases, white papers, articles and company brochures. Legaltech West Coast takes place July 13-14. This year's event will be held at a new location – the Hyatt Regency, San Francisco.

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 (#LTWC15), 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.

“We are excited to partner with ALM to provide The Edge Room to media so that they can quickly access breaking news and product launches and provide comprehensive coverage for their respective publications,” says Amy Juers, founder and CEO of Edge Legal Marketing.

Exhibitors have received an email with login information explaining how to submit press releases and media kits to The Edge Room. In July, 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 (<http://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 evolving industry 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 you meet your law firm or legal department's needs and network with industry leaders.

Legaltech is a flagship event produced by ALM Media, LLC. ALM is a global leader in specialized business news and information serving the legal, real estate, consulting, insurance and investment advisory industries. 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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