



FOR IMMEDIATE RELEASE

The Edge Room Opens Up for Legaltech West Coast 2016

Minneapolis, MN – May 5, 2016 – Edge Legal Marketing, an award-winning marketing and public relations firm serving the needs of companies targeting the legal market, announced today that The Edge Room is open for [Legaltech® West Coast 2016](#). Beginning today, registered exhibitors may upload their company logo, recent and new press announcements, articles, white papers and other marketing materials they wish to share with industry media representatives. Legaltech West Coast will be held June 13-14, 2016, at the Hyatt-Regency, San Francisco.

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

Legaltech exhibitors can 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 their proprietary legal and mainstream media database, providing exclusive access to preview exhibitor announcements and company background. This service 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](#) (#LTNY16), [LinkedIn](#) and [Facebook](#). Press releases can be automatically posted on [The Edge Room](#) blog, which is optimized to help companies boost their Search Engine Optimization (SEO).

Amy Juers, Founder and CEO, Edge Legal Marketing, states, “Large trade shows like Legaltech West Coast and Legaltech New York present a challenge for exhibitors to stand out in a crowd. The Edge Room has afforded great media coverage for exhibitors as it has served as a news resource for media representatives across the globe for many years. We would like to thank Legaltech and ALM for a continued partnership and we look forward to another stellar show in San Francisco.”

An email with login information has been sent to all Legaltech West Coast exhibitors, providing information on how to submit press releases and media kits to The Edge Room. In June, 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.

About ALM

ALM is a global leader in specialized industry news and information. Trusted reporting delivered through innovative technology is the hallmark of ALM's award-winning media properties. Headquartered in New York City with 18 offices worldwide, ALM brands have been serving their markets since 1843. ALM was named among Folio: Magazine's Top Places to Work in Media in 2014. 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).

#

Media Contact:

Vicki LaBrosse
Director of Media Relations
Edge Legal Marketing
651.552.7753
vlabrosse@EdgeLegalMarketing.com