



**FOR IMMEDIATE RELEASE**

## **The Edge Room Opens for Legalweek, The Experience**

*Virtual press room for ALM's biggest legal industry event of the year*

**Minneapolis, MN – January 6, 2017** – Edge Legal Marketing announced today that The Edge Room is open for [Legalweek, The Experience](#). Beginning today, exhibitors and sponsors may upload their company logo, recent press releases, articles, white papers, images, social profiles and other marketing materials they wish to share with media representatives.

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](http://www.theedgeroom.com).

Legalweek, The Experience, will be held January 31 to February 2, 2017, at the New York Hilton Midtown. Within Legalweek, The Experience you will find “sub-conferences” such as Legaltech, the cornerstone of Legalweek, The Experience and the largest and longest running legal professional event in the United States, LegalWomensForum, LegalPros, LegalExecutive, LegalCIO, LegalSmallFirm and LegalMarketing.

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.

Exhibitors at Legalweek, The Experience can upload their company information and post announcements in advance and during the event for media to access. Edge Legal Marketing grants login credentials to qualified members of its proprietary legal and mainstream media database, providing exclusive access to preview exhibitor announcements and company information.

The Edge Room also includes additional exposure for exhibitors via its social media outlets on [Twitter](#) (#legalweek17) and [LinkedIn](#), or individuals and companies can follow Legalweek, The Experience via [Twitter](#). Press releases can be automatically posted on [The Edge Room](#) blog, which is configured to help companies boost their search engine optimization (SEO).

“Since 2007, The Edge Room has provided a highly used platform where top legal vendor companies can share news and information with media and industry influencers,” says Amy Juers, founder and CEO, Edge Legal Marketing. “In 2017 we will continue to

expand our reach to make sure that the best of the best also have access to some of the largest and most impactful shows and news throughout the year.”

An email with login information has been sent to all Legalweek, The Experience exhibitors and sponsors providing information on how to submit press releases and media kits to The Edge Room. 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).

### **About Legalweek, The Experience**

Hosted by ALM, [Legalweek, The Experience](#) brings together the legal industry to address the biggest challenges and issues facing legal professionals. Legalweek, The Experience, which will be visited by more than 10,000 attendees and will feature more than 300 exhibits at the Legaltech Expo, includes the following seven areas of focus: LegalExecutive, LegalWomensForum, Legaltech, LegalPros, LegalMarketing, LegalCIO, and LegalSmallFirm. Please follow us [@Legalweekshow](#).

### **About ALM**

ALM, an information and intelligence company, provides customers with critical news, data, analysis, marketing solutions and events to successfully manage the business of business.

Customers use ALM solutions to discover new ideas and approaches for solving business challenges, connect to the right professionals and peers creating relationships that move business forward and compete to win through access to data, analytics and insight. ALM serves a community of over 6 million business professionals seeking to discover, connect and compete in highly complex industries. Please visit [www.alm.com](http://www.alm.com) for more information, and visit [www.alm.com/events](http://www.alm.com/events) to learn about our upcoming events. Please follow us [@ALMMedia](#).

### **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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