



FOR IMMEDIATE RELEASE

Virtual Press Room, The Edge Room, Opens for Legalweek New York

Minneapolis, MN – December 13, 2017 – Edge Legal Marketing announced today that its virtual press room, The Edge Room, is open for [Legalweek New York](#). Beginning today, exhibitors and sponsors may upload their company logo and information and post recent press releases, announcements, articles, white papers, images, social profiles and other marketing materials they wish to share with one another and media attending Legalweek in advance of, during and after the event.

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 features for sponsors, exhibitors and media members include:

- Social sharing to The Edge Room's LinkedIn and Twitter pages
- Automated event hashtagging for Twitter
- Easy access to The Edge Room blog, which is integrated into www.theedgeroom.com
- Advanced image uploading, including bulk uploads

Legalweek New York will be held January 29 to February 1, 2018, at the New York Hilton Midtown. Legalweek New York offers attendees five conferences in one: Legaltech, LegalCIO, LegalMarketing, Business of Law Forum and LegalDiversity & Talent Management Forum.

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.

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](#) (#Legalweek18, @Legalweekshow) and [LinkedIn](#), or individuals and companies can follow Legalweek New York via [Twitter](#). Press releases can be automatically posted on [The Edge Room blog](#), which is configured to help companies boost their social media presence and search engine optimization (SEO).

If you have questions, please email vlabrosse@edgelegalmarketing.com.

About Legalweek

Hosted by ALM, [Legalweek New York](#) brings together the legal industry to address the biggest challenges and issues facing legal professionals. Legalweek New York brings together more than 9,000 attendees and 300 exhibits. Legalweek will feature workshop boot camps, networking events, hundreds of exhibitors on the trade show floor and five conferences designed to address key issues at a functional level: LegalCIO, LegalMarketing, LegalDiversity & Talent Management Forum, Business of Law Forum and Legaltech. 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 to create 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 for more information and visit www.alm.com/events/ to learn about our upcoming events. Please follow us on Twitter at [@ALMMedia](#).

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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