



FOR IMMEDIATE RELEASE

**EDGE LEGAL MARKETING AND LEGALTECH WEST COAST 2011
PARTNER TO BRING “GREEN” PRESS ROOM TO THE EVENT**

Minneapolis, MN– May 09, 2011 – 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 2011 exhibitors to upload their company logo, press releases, white papers, company brochures and booth collateral.

[LegalTech®](#) is the largest and most important legal technology event of the year. With trade shows in both New York and Los Angeles, LegalTech® is the #1 Resource for law firms and legal departments to get hands-on practical information for improving their law practice management. LegalTech® provides an in-depth look at what the technological world has in store for you and your practice and offers an expansive exhibit floor with the most extensive gathering of innovative products designed to meet your current and future technology needs.

The Edge Room (www.TheEdgeRoom.com) is a free virtual press room where exhibitors upload company press releases, brochures, white papers, and more, which is made available to a media list of more than 300 writers, editors, bloggers, and thought-leaders in the legal industry. Members of the media conveniently access and download exhibitor information to cover the event, prepare articles, or plan for exhibitor interviews. The Edge Room also allows exhibitors the ability to add announcements to its blog and Twitter account which helps improve exhibitor visibility in the industry.

The Edge Room®, a modern take on the old press room, is a free service that serves as a direct connection between exhibitors and members of the media. The Edge Room gives exhibitors the opportunity to make their LegalTech West Coast booth collateral and company information directly available to members of the media.

“The positive feedback we receive from members of the media about The Edge Room has been consistently very encouraging - The Edge Room offers media a very convenient means to gather industry intelligence on the latest breaking news around an event,” said Amy Juers, founder and CEO of Edge Legal Marketing. “Exhibitors can take advantage of The Edge Room by uploading their logo, press releases, and by adding their website or a link to a page where they want to direct the media’s attention.”

Legal professionals can watch what is happening at the conference via The Edge Room's social media outlets(#LTWC, #LegalTech). Learn more at www.theedgeroom.com, or connect via [Twitter](#), or The Edge Room [Blog](#).

Exhibitors and sponsors will receive access to The Edge Room today. If you are a member of the media and would like to request a free press pass or would like access to The Edge Room, contact lgarrett@EdgeLegalMarketing.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. They help 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, Web site development, market research, public relations and advertising (concept and media plans).

About LegalTech

LegalTech is presented by ALM Events, a leading producer of educational and networking events for business leaders and professionals. Other ALM events include ALM Legal Conferences, Insight Information Conferences and the RealShare Conference series for commercial real estate professionals.

About ALM

[ALM](#), an integrated media company, is a leading provider of specialized business news and information, focused primarily on the legal and commercial real estate sectors. ALM's market-leading brands include [The American Lawyer](#), [Corporate Counsel](#), [GlobeSt.com](#), [Insight Conferences](#), [Law.com](#), [Law Journal Press](#), [LegalTech](#), [The National Law Journal](#) and [Real Estate Forum](#). Headquartered in New York City, ALM was formed in 1997. For more information, visit www.alm.com.

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