



## March 2023 Newsletter



For our friends in the legal industry, event season is well underway. It was a delight to see so many familiar faces in Chicago at ABA TECHSHOW, and I am looking forward to sharing some big news at Legalweek in New York! If you will also be in NYC, be sure to stop by and visit us at Bridges Bar.

To our accounting industry friends, we wish you a smooth busy season. After you've had a chance to catch your breath, we look forward to connecting with you at ENGAGE in June.

Considering your company's event and trade show presence can be daunting, with each show requiring massive commitments of time and money. So how do you know you will reap the rewards of that investment? In this month's article, Nicolle Martin shares her tips for maximizing the return on your event spending.

If you would like to set up a time to chat about how Edge can help with your trade show planning strategies in 2023, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Looking forward to catching up!

A handwritten signature in black ink that reads 'Amy'.

Amy L. Juers, MBA  
Founder and CEO, Edge Marketing, Inc.



## The Importance of Trade Show Planning

We all know that preparing for a trade show can be a daunting task, but

with the right planning and organization, it can be a great opportunity to showcase your company's offerings and your expertise while connecting with current and potential customers.

If your company is going to be sponsoring a trade show or if you are attending an event anytime soon, there are some important things you should take into consideration.

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### About the Author:

Nicolle Martin is a senior account manager for Edge Marketing. She has more than 20 years of experience doing public relations and marketing in the legal and accounting industries.



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[Cast your vote](#) for National Law Journal's Best of the Midwest 2023, the top vendors serving the Midwest legal industry.

If you agree that Edge is a leader in public relations in the legal industry, please consider voting for us in questions 3, 4, 5 and 6.

Voting closes on April 7th!



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Feel free to forward this enewsletter to a colleague, and contact us with any questions or comments.



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**Edge Marketing, Inc.**

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