



Online Press Room Now Open for Legalweek New York

Delivering legal technology and service provider announcements to the media

New York, NY – January 6, 2020 – Edge Legal Marketing announced today that its online 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 February 4 - 6, 2020, at the New York Hilton Midtown. Legalweek New York offers attendees three conferences in one with Legaltech, LegalCIO and Legal Business Strategy as well as a full day of pre-conference and leadership academy workshops for legal professionals held on February 3.

Used by Legalweek since 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.

Media representatives interested in covering Legalweek can [apply](#) for a press pass.

The Edge Room also includes additional exposure for exhibitors via its social media outlets on [Twitter](#) (#Legalweek20, @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 Vicki LaBrosse at 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 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. 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).

###

Media Contacts:

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

Jasmaine John
Marketing Director, Events
ALM Media
jjohn@alm.com