



FOR IMMEDIATE RELEASE

Edge Legal Marketing and ALM Partner to Expand Press Coverage at LegalTech New York 2013

The Edge Room Opens to Provide Media Kit Materials from LegalTech Exhibitors

Minneapolis, MN– December 18, 2012 – Edge Legal Marketing, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, today announced that The Edge Room is open for [LegalTech® New York 2013](#) exhibitors to upload their company logo, press releases, white papers, articles, and company brochures. LegalTech New York, the largest legal technology event of the year, is January 29 – January 31 at The Hilton New York.

[ALM](#) and [Edge Legal Marketing](#) have partnered to expand press coverage at LegalTech New York. With the invention of The Edge Room™ – an online version of the traditional pressroom – exhibitors can easily upload their company information and post announcements prior to the show for media access. Edge Legal Marketing will send login credentials to its proprietary legal and mainstream media database so that they may have exclusive access to view exhibitor announcements and company information. This affords media the opportunity to plan their on-site media briefings and easily cover breaking news. The Edge Room can be found at www.theedgeroom.com.

The Edge Room also includes additional exposure for exhibitors via its social media outlets including [Twitter](#) (#LTNY), [LinkedIn](#) and [Facebook](#). Press releases can also be automatically posted on [The Edge Room](#) blog, which is optimized for search engine crawlers.

An email with login information was sent to all exhibitors explaining how to submit press releases and media kits to The Edge Room. In January, 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. To learn more about The Edge Room, visit www.theedgeroom.com today.

About LegalTech

LegalTech (<http://www.legaltechshow.com>) is the most important legal technology event of the year. Legal technology is ever changing and LegalTech offers law firms and legal departments the ability to stay on top of this evolving industry to improve their law practice management. When you attend a LegalTech event you can earn CLE credits,

learn about the newest advances in technology to help you meet your law firm or legal department's needs, as well as network with industry leaders.

LegalTech is part of ALM Conferences and Trade Shows, a leading producer of educational and networking events for business leaders and professionals. As a dynamic global business, ALM is committed to the development and success of the people it works with and the communities it serves. ALM aims to deliver the highest standards of integrity, fair dealing and quality in the services it provides. For more information, visit www.alm.com.

About Edge Legal Marketing

Edge Legal Marketing (<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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