



**WELCOME MEDIA!**

Introduction to

the  
**EdgeRoom**<sup>®</sup>



# Today's Presentation:

- Overview of what The Edge Room offers members of the media and exhibitors
- How to access The Edge Room  
[www.TheEdgeRoom.com](http://www.TheEdgeRoom.com)
- How to update your profile
- How to search The Edge Room
- Following The Edge Room Blog and Twitter



# What The Edge Room Offers

- **For the Media:** Preview or experience an industry event. Search for exhibitors, key words, press releases and exhibitor collateral.
  - Search The Edge Room exhibitor uploads and pre-plan your event show floor booth visits or story coverage
  - Eliminate having to carry (paper) booth handouts during your show floor time
  - Pre-plan your event stories and exhibitor interviews
- **For the Exhibitor:** The advantage of an electronic press room!
  - Free and convenient
  - Paperless
  - Ensures exhibitor content is conveniently available before and during an industry event



# Media's Exclusive Access to The Edge Room

the  
EdgeRoom®

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October 4-6, 2010  
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## Exhibitors: The Edge Room is a New Take on the Old Press Room

Edge Marketing partners with industry events nationwide to provide The Edge Room - a new highly efficient take on the old press room. The Edge Room provides an easy way for editors and vendors to communicate before and during a legal or accounting industry event.

The Edge Room enables event exhibitors to easily upload company information such as a company logo, brochures, white papers, press releases, and show announcements. In addition to this approach being a little more green, it allows a company to place key collateral into the hands of media preparing to cover the event. Edge Marketing, when given permission by the exhibitor, Tweets and Blogs about the exhibitor's file uploads daily.

## Media: The Edge Room is Your Exclusive Pre-Event Screening Room

Members of the media including editors, writers, and bloggers are given secure and easy access to view the information uploaded by event exhibitors. With this information, members of the media are able to more strategically plan booth visits to engage with exhibitors on the show floor.

## Get Access to The Edge Room Today!

If you are media or an exhibitor and need a username and password, click [HERE](#).

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# Update Your Profile – Clicking Sequence Overview

- Retrieve your LOGIN and PASSWORD from email message from The Edge Room.
- Copy & Paste LOGIN and PASSWORD from email into Login area on The Edge Room website.
  - **To edit your profile:**
    - Click “**Edit Profile**”, make changes, and click “**Save and Close**”
  - **To search for exhibitors:**
    - Search for exhibitors by name using the drop-down “**Company Name/Title**” search box.
  - **Search for information by keyword:**
    - Use the “**File Keywords**” search box, type the key words you are interested in, and click “**Apply**”
- Follow The Edge Room blog and Twitter to stay current on exhibitor and industry event buzz.



# Stay Informed

- You will be given access to The Edge Room for every industry event The Edge Room partners with.
- Stay current on industry buzz with information posted by the event exhibitors.
- Follow The Edge Room to stay current on exhibitor and industry event buzz.
  - [Blog: http://theedgeroom.blogspot.com/](http://theedgeroom.blogspot.com/)
  - [Twitter: http://twitter.com/theedgeroom](http://twitter.com/theedgeroom)
  - [RSS: http://twitter.com/statuses/user\\_timeline/98948567.rss](http://twitter.com/statuses/user_timeline/98948567.rss)
  - [YouTube: http://www.youtube.com/user/TheEdgeRoom](http://www.youtube.com/user/TheEdgeRoom)



# the EdgeRoom®

## QUESTIONS?

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