



**WELCOME EXHIBITORS!**

**HOW TO USE**

**the  
EdgeRoom®**

# Presentation Overview

- What The Edge Room offers exhibitors and members of the media
- How to access The Edge Room  
[www.TheEdgeRoom.com](http://www.TheEdgeRoom.com)
- How to update your profile
- How to upload your logo
- **How to upload files** (Press Releases, White Papers, brochure, booth collateral, etc.)
  - How to use the social media feature
- How to Gain Visibility with Us on TheEdgeRoom



# What The Edge Room Offers

- **For the Exhibitor:** The advantage of an electronic press room!
  - Free and convenient
  - Paperless
  - Ensures exhibitor content is placed directly into the hands of members of the media
- **For the Media:** Explore an industry event by exhibitor, key word search, press releases and exhibitor collateral.
  - Search The Edge Room exhibitor uploads and pre-plan show floor booth visits
  - Eliminate having to carry (paper) booth handouts during show floor time
  - Pre-plan event stories and exhibitor interviews



# Exhibitor's Access:

Visit <http://www.TheEdgeRoom.com>, and login!

the  
EdgeRoom®



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password  
New? Get an Account  
Forgot Password?



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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

nQUEUE  
BILLBACK  
Delivers  
COST RECOVERY +  
Learn More >

Unlock The Full Value of Your Client's Case.  
Lawsuit Financial

# Exhibitor: How to **UPLOAD LOGO**

- New? Get and Account by clicking “New? Get an Account” on TheEdgeRoom homepage.
- Not new? 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.
  - **Company Logo Upload:**
    - Save your company logo with the name “logo”, it will appear as “logo.jpeg” or “logo.gif” or “logo.png” in your file folder on your computer.
    - Click “**Manage Files**”, then click “**Upload File**”
    - Enter **Short Description**, enter **Key Words**, select “**NO**” for **Social Network**
    - Use the **Browse** button and select “logo.jpeg” from your computer folder
    - Click “**Save and Close**”



# Exhibitor How to **UPLOAD FILES** -

- Retrieve your LOGIN and PASSWORD in email message from The Edge Room.
- Copy & Paste LOGIN and PASSWORD from email into Login area on The Edge Room website.
  - **Exhibitor File Upload:**
    - Click “**Manage Files**”, click “**Upload File**”
    - Enter **Short Description**, enter **Key Words**
    - Select “**YES**” for **Social Network** to Blog and Tweet about this file
    - Use the **Browse** button and select the file for upload from your computer folder (Press Release, White Paper, Article, Brochure, etc.)
    - For Blog Entry: **Copy/Paste up to 7500 words** of content into text box within this same page
    - Click “**Save and Close**”



# Exhibitor: How to **DELETE FILES** that have been uploaded

- Retrieve your LOGIN and PASSWORD in email message from The Edge Room.
- Copy & Paste LOGIN and PASSWORD from email into Login area on The Edge Room website.
  - **To delete files that have been uploaded:**
    - Click “**Manage Files**”
    - Double-click on the file name of the file you wish to delete
    - Click “**Delete**”



# Exhibitor: How to Gain Visibility with Us on The Edge Room

- 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.
- Click “Gain Visibility with Us”
  - Use the **Browse** button and select the file for upload from your computer folder (175 x 247 jpeg or png).
  - Click “**Upload File**”
  - **Insert the hyperlink** address to the landing page location where you would like to direct media traffic.
  - **Select the duration:** 3 months, 6 months, 9 months, or 12 months.
  - **Select the month you would like to start running your 175 x 247 banner.**
  - Follow the prompts to **complete the process using PayPal.**





# STAY INFORMED – Even if you are not exhibiting at an event!

- Follow The Edge Room to stay current on exhibitor and industry event buzz.
  - Blog: <http://theedgeroom.blogspot.com/>
  - Twitter: <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>



# the EdgeRoom®

## QUESTIONS?

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