



**FOR IMMEDIATE RELEASE**

## **Edge Legal Marketing and ALM Partner to Expand Press Coverage at LegalTech West Coast 2014**

**Minneapolis, MN – May 19, 2014 – [Edge Legal Marketing](#)**, a Minneapolis-based marketing and public relations firm serving the needs of companies targeting the legal market, today announced [The Edge Room](#)® is open for [LegalTech® West Coast 2014](#) for exhibitors to upload their company logos, press releases, white papers, articles and company brochures. LegalTech West Coast takes place June 24-25 at the Westin Bonaventure Hotel, Los Angeles.

ALM and Edge Legal Marketing have partnered to expand press coverage at LegalTech West Coast. 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. Edge Legal Marketing will send login credentials to its proprietary legal and mainstream media database so users can have access to exhibitor announcements and company information. This affords media the opportunity to plan their on-site briefings and easily cover breaking news. The Edge Room can be found at [www.theedgeroom.com](http://www.theedgeroom.com).

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

Exhibitors have received an email with login information explaining how to submit press releases and media kits to The Edge Room. On June 16, the 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](mailto:vlabrosse@EdgeLegalMarketing.com). To learn more about The Edge Room, visit [www.theedgeroom.com](http://www.theedgeroom.com) today.

### **About LegalTech**

LegalTech (<http://legaltechshow.com>) is the most important legal technology event of the year. Legal technology is constantly 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 and 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](http://www.alm.com).

### **About Edge Legal Marketing**

Edge Legal Marketing ([www.edgelegalmarketing.com](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).

### **Media Contact:**

Vicki LaBrosse  
Director of Media Relations  
Edge Legal Marketing  
651.552.7753  
[vlabrosse@EdgeLegalMarketing.com](mailto:vlabrosse@EdgeLegalMarketing.com)