



# The Press Room for Legalweek

- Do you have an announcement you want the media to know about at trade shows?
- Do you want to ensure the announcement lands in the hands of media and not your competitors?
- Do you want to be friendlier to the environment?

**If you answered yes to any of the above questions, then enter into The Edge Room™**

The Edge Room helps bring exhibitors and media closer together at trade shows and conferences. Exhibitors can easily upload their company information and post announcements. And media attending the event will have secure online access to view this information and plan their trade show itineraries.

## **Exhibitors and sponsors note that media will be given access to The Edge Room one week prior to the show.**

Media will be given a unique username and password to access information submitted by exhibitors. Having this information available to the media prior to the event allows them to plan their time and outline stories prior to attending the show. It will give them online access to view and download information on the companies in attendance and any information exhibitors submit. The Edge Room respects press releases submitted under embargo by only supplying user names and passwords to confirmed media representatives. There is no need to worry about your competitors getting the information you submit to this site prior to your public announcement – we have taken steps to ensure the information remains secure.

Media will have the ability to request a full hard-copy media kit directly from your company via The Edge Room. This way, only the media who will really use media kits will get one – no more wasted paper or production time!

If you have questions please e-mail [vlabrosse@edgelegalmarketing.com](mailto:vlabrosse@edgelegalmarketing.com)

[www.TheEdgeRoom.com](http://www.TheEdgeRoom.com)

### **Use The Edge Room to the MAX:**

Post news to The Edge Room Blog

Use The Edge Room's Social Media Platforms

Read helpful handouts in the Resources section

Gain valuable marketing and PR insight from Newsletters

