

FOR IMMEDIATE RELEASE:

Aluent Group Announces Gold Sponsorship of CMS Expo

CHICAGO — March 18, 2013 — Aluent Group, a leading provider of Web development and content management system services, is pleased to announce its sponsorship of the 2013 CMS Expo (cmsexpo.net), the premier conference focusing on the technologies and business behind content management systems. As a CMS Expo Gold Sponsor, Aluent Group assumes a prominent role at the conference, held May 14-16 in Evanston, Illinois, through presentations, exhibition and sharing of knowledge and resources.

"This is actually our third year of sponsorship for CMS Expo," said Aluent Group President Robert Nowak. "Each year, we've become a little more involved while getting great benefits from participating." Nowak noted that this year, Aluent Group will occupy an exhibition booth, receive prominent display throughout the conference, and lead three panel discussions.

Aluent Group Vice President of Business Development Justin Kerr will host the three panels, one of which focuses on how to grow a CMS agency, and the other two compare and contrast the capabilities of various content management systems. "It's going to be very interesting to break down the specific capabilities and features of CMS platforms," Kerr said. "The experts we're bringing onto the panels all have deep experience with their CMSs, and they'll be able to share real CMS costs and capabilities for specific project requirements."

Aluent Group also plans a special CMS Expo release of the second edition of its book *Drupal and Joomla! — A Comparison of Project Processes and Costs*, which details the practical differences between these two leading open source content management systems. "We think this resource is very useful, and it has been well-received," said Kerr, noting that *CMSReport* editor Bryan Ruby called it the best Drupal/Joomla comparison of 2013.

"Our second edition will be available first exclusively at CMS Expo, and attendees can get a printed copy at our booth," Kerr said. "For the second edition, we're adding more detail in our comparisons as based on reader feedback. We also plan to add some information about Wordpress and how it stacks up against Drupal and Joomla." Kerr noted that, like the first edition of the book, the second edition will be available as a free download on the aluent.com Web site, but not until after the conference concludes.

Also, part of Aluent's sponsorship includes a discount for CMS Expo attendees, Kerr said. "You can use our discount code of CMSX26655 when signing up to attend the conference. This gets you a \$100 discount off the registration cost."

Both Kerr and Nowak said they are looking forward to the upcoming CMS Expo. "In addition to sharing knowledge and networking with peers and potential clients, we really enjoy the overall tone of the conference," Kerr said, adding that his recent guest blog post on the CMS Expo site detailed some of the fun and practical aspects of the event.

About Aluent Group

Aluent Group provides technical Web solutions that support business and organizational goals through best-of-breed methodology and deep professional experience. Aluent's services revolve around custom Web application development, with specialization in content management systems, ecommerce solutions and support for mobile platforms. Aluent both engineers custom solutions from the ground up and works within existing Web systems and frameworks to integrate, extend and customize precise solutions. An open approach to development ensures Aluent's work continues to deliver value, even in the face of dynamic business and technology requirements. For more information about Aluent Group, visit www.aluent.com.

Related URLs and References

CMS Expo Web site:
<http://cmsexpo.net>

Descriptions of Aluent Group-led sessions at the CMS Expo:
http://www.cmsexpo.net/sessions/2-204-Panel_Can_Your_CMS_Do_This?
http://www.cmsexpo.net/sessions/2-228-Panel_Can_Your_CMS_Do_That
http://www.cmsexpo.net/sessions/2-210-Panel_How_To_Grow_Your_CMS_Agency

Guest blog post "What to Expect at CMS Expo":
<http://www.cmsexpo.net/blog/entry/what-to-expect-at-the-cms-expo>

Drupal and Joomla! - A Comparison of Project Processes and Costs ebook download:
<http://aluent.com/ebook>

CMSReport review of ebook:
<http://cmsreport.com/articles/drupal-and-joomla-comparison-for-2013-5092>

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