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**The ultimate  
in conference  
lead  
generation  
applications.**

## What is MightEtrack?

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MightEtrack is an exhibitor application for use before, during and after a conference. The tracking system will gather and store information on attendees and provide actionable information on prospects met at a conference or event.

# Features:

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**MightETrack offers a wide range of features customizable to your business. We offer:**

1. Ease of access to prospect information. Prospect information can be obtained via a variety of ways unique code number, first name, last name or company.  
  
The application comes with five preset questions, two open text fields, and a star rating system to grade that prospect. Don't like the questions we've suggested? The default questions may be easily customized for your company or industry!
2. Simple reporting! During or after the conference you'll be able to view all prospect activity OR export that information to a spreadsheet for easy sorting, distribution and analysis!

# Two Different User Levels

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## Exhibitor Admin Level:

MightETrack assigns administrative control over your account to an assigned administrator(s).

The role of the Exhibitor Admin is to confirm or create prospect questions, create accounts for representatives exhibiting at the conference, and to produce sales reports.

## Sales Rep Level:

MightETrack provides for an easy search function to identify prospects with an easy search function no need to scan!

Meet and network with the prospect; answer the questions in the application and save the key points of your conversation. It is that easy!

Later - during or after the conference - retrieve your prospect information and close that sale.

We're glad that you are using MightETrack!

Ready to get started?

View our videos and/or review the handy set up guide.

Happy Prospecting!

Contact your MightETrack Team at  
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or

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