



***Welcome
to
MightETrack!***

The exhibitor REP is responsible for:

1. Using the MightETrack system as a tool to prospect.
2. Meeting prospects; gather information for potential sales at the conference.

Steps to access the MightEtrack Lead Generation Application:

1. Visit the MightETrack site - <http://www.mightetrack.com/>
2. Click on the “Activate Account” link on the top of the page.
3. You’ll be sent an email with your password.
4. Login in with your username (your email address) and password (supplied via an email)

Exhibitor REPS need to complete a four step process:

Step 1: Verify that the organization’s information is correct.

1. Once in MightETrack - Click on the “My Profile” link.
2. Verify that your organization’s information is correct.

Step 2: Review Lead History

1. Once in MightETrack - Click on the “Lead History” link.
2. This area of MightETrack lists all prospects that the Exhibitor Rep has met with during the conference using the MightETrack System.

Step 3: Lead Search Option in MightETrack

1. Click on the “Lead Search” link drop down box.
2. Each registered conference attendee will have a name badge. The attendee’s 4 digit number is important.
3. Using the “Barcode” field – enter in the 4 digit number and click on the “Search Lead” box.
4. Perform a quick verification on the prospect and save.
5. Start your conversation with the prospect by completing the provided questions in MightEtrack.
6. Complete the two open text boxes.
7. Rate your prospect using the 5 star system.

Step 4: Lead Entry Option in MightETrack

1. MightETrack has an option to enter in a lead manually.
2. Using the “Lead Entry” link in MightEvent opens up a blank form for data entry.
3. Complete the form and save.