



2023  OHIO
HR CONFERENCE
WE ARE FAMILY!

September 20-22, 2023
Kalahari Resort



Orientation

Might E Track

The logo for MightETrack features the word "Might" in red, "E" in yellow, and "Track" in blue, all in a bold, stylized font with a drop shadow. The logo is set against a background of two overlapping, semi-transparent circular bands, one light blue and one light green, which are partially cut off by the left edge of the slide.

MightETrack

What is MightEtrack?

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

The logo for 'MightETrack' is displayed in a stylized, 3D font. 'Might' is in red, 'E' is in yellow, and 'Track' is in blue. The letters have a white outline and a slight shadow effect. The logo is positioned on the left side of the slide, set against a background of overlapping light blue and green circular shapes.

MightETrack

Features of MightEtrack?

1. Ease of access to prospect information.
2. Prospect information can be obtained via a variety of ways
 - Scanning the attendee's QR code
 - Search on first name, last name or company.
3. The application comes with five preset questions, an open text field, 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.
4. 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.



User Levels in MightEtrack?

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
 - Produce sales reports.

Sales Rep Level:

- MightETrack provides for an easy canning function to identify prospects
- The system includes an easy search function as well
- Meet and network with the prospect; answer the questions in the application and save the key points of your conversation.
- Later during or after the conference retrieve your prospect information and close that sale.



Exhibitor **ADMIN** – MightEtrack

Exhibitor ADMIN is responsible for:

1. Verifying that the organization's information is correct in the system.
2. Verifying and/or editing the questions asked of prospects during the conference.
3. Verifying and or adding sales reps from your organization to have access to MightETrack
4. Generating prospect reports at your convenience.

Steps to access the MightEtrack Lead Generation Application:

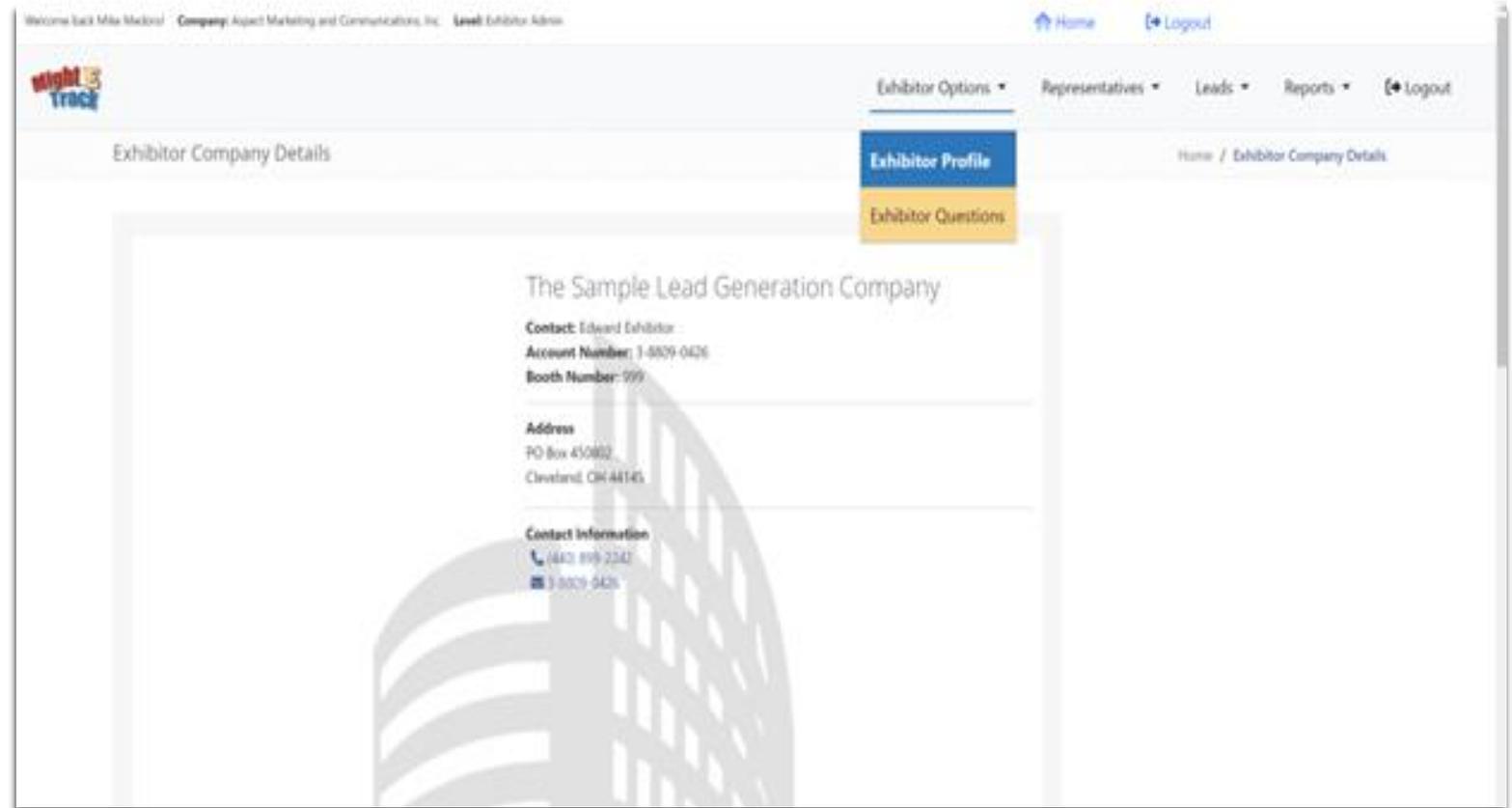
When ready – use this link
<https://www.mightetrack.com/register.cfm>

1. Complete the three fields.
2. You'll be sent an email with your password.
3. Login in with your username (your email address) and password (supplied via an email)

A screenshot of a mobile browser displaying the registration page for the MightEtrack mobile application. The page is titled 'Exhibitor Account Activation' and includes a sub-header 'Exhibitor Account Activation'. Below the header, there is a message: 'Already Signed Up? Click Sign in to login your account.' The registration form consists of three input fields: 'First Name*', 'Last Name*', and 'Email Address*'. The 'Email Address*' field is labeled 'Username' in the input area. A blue 'Register' button is located at the bottom right of the form. The browser's address bar shows 'mightetrack.com'. The mobile interface includes a status bar at the top with the time '2:39' and a home indicator bar at the bottom.

Exhibitor ADMIN - MightEtrack

- **Admin – step 1**
 - Verify that the organization’s information is correct
 - Once in MightETrack - Click on the “Exhibitor Options” / “Exhibitor Profile” drop down box.
 - Verify that your organization’s information is correct. If it not correct – let me know.



Exhibitor ADMIN - MightEtrack

- **Admin – Step 2: Verify and/or edit the prospecting questions**
- 1. MightETrack has 5 default prospecting questions, 2 open field text boxes and a 5 star rating option. Admins may update/edit the 5 questions based on your preferences.
- 2. Once in MightETrack - Click on the “Exhibitor Options” / “Exhibitor Questions” drop down box.
- 3. The Admin may edit the question using the edit link on the left side of the question or delete the question (click on the “X” on the far right side of the question).
- 4. The questions may be individually customized by exhibitor and may be in the form of a “yes/no”; Drop down box option or open ended – your choice!
- 5. Save the questions when complete.

The screenshot shows the 'Admin - Exhibitor Survey Questions' page in the MightETrack system. At the top, there is a navigation bar with 'Home' and 'Logout' links. Below this, a dropdown menu is open, showing 'Exhibitor Profile' and 'Exhibitor Questions' options. The main content area features a pink notification box titled 'Exhibitor Survey Notice' with the text: 'There is a limit of 5 questions per Exhibitor. You may edit or delete an existing question to add a new question.' Below the notice is a section titled 'Survey Questions Entered' with a sub-header 'These questions are for The Sample Lead Generation Company.' A table lists four survey questions with columns for 'Edit', 'Question Text', 'Required', 'Answer Type', and 'Delete'.

Edit	Question Text	Required	Answer Type	Delete
	Tell me about your challenges with regards to...and can you give me an example?	No	Text Input	
	Can you estimate what you think this challenge costs you?	No	Dropdown Choices	
	What would it mean to you if you could solve this challenge?	No	Text Input	
	How does this project rank in priority compared to the others you are working on?	No	Dropdown Choices	

Exhibitor ADMIN - MightEtrack

Step 3 - Verify / Add sales reps for your organization in MightETrack

1. MightETrack has room for up to 30 exhibitor reps.

2. Once in MightETrack - Click on the "Representatives" / "Representatives" link drop down box.

3. If you have representatives in the system and you are satisfied – simply log out of the system

4. If you need to add sales reps to MightETrack – click on the "Representatives" / "Create New Representatives" link drop down box.

5. Complete the exhibitor rep information and pay careful attention to the email address as that will become the Rep's username. You may create your own default password for the rep.

6. Save and repeat as necessary.

The screenshot displays the 'Create New Exhibitor User' page in the MightETrack system. At the top, there is a navigation bar with 'Home' and 'Logout' links. Below this, a dropdown menu is open under 'Representatives', showing 'Create New Representative' as an option. The main form is titled 'Create New Exhibitor User' and is divided into two sections: 'User Basic Information' and 'User Details'. The 'User Basic Information' section includes fields for 'First Name', 'Last Name', 'Company', 'Job Title', 'Address', 'Address Line 2', 'City', 'State', and 'Zip'. The 'User Details' section includes fields for 'User Phone' and 'User Email Address (Also will be username)', with the email address 'mgmedoro@gmail.com' entered. At the bottom of the form, there is a 'Re-Enter Password' field.



Exhibitor Representatives

Representatives

Exhibitor Representatives

Create New Representative

Show 10 ▾ entries

View Detail	First Name	Last Name	Phone	Email	Type	Access	Exhibitor	Delete
	Mike	Madoni			Site Visitor	Yes	The Sample Lead Generation Company	
	Sample	Representative			MightTrack User	Yes	The Sample Lead Generation Company	
	Regina	SalesRep			MightTrack Rep	Yes	The Sample Lead Generation Company	
	Sarah	SalesRep			MightTrack User	Yes	The Sample Lead Generation Company	

Showing 1 to 4 of 4 entries

[First](#) [Previous](#) **1** [Next](#) [Last](#)

Exhibitor ADMIN - MightEtrack

- **Admin – Reporting**

- MightETrack has two options for reporting – view or export to an excel spreadsheet.
- Using the “Leads” link – the ADMIN may review the listing of leads generated by the sales force during the conference; search for a lead; or enter in a lead manually.
- Using the “Report” link provides the option to export all data to an excel spreadsheet or analysis.

Welcome back Mike Medoro! **Company:** Aspect Marketing and Communications, Inc. **Level:** Exhibitor Admin

[Home](#) [Logout](#)

MightETrack Exhibitor Options [Representatives](#) [Leads](#) [Reports](#) [Logout](#)

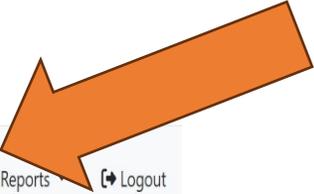
Exhibitor Lead History [Home / Exhibitor Lead History](#)

Show 10 entries Search:

Select	Barcode	First	Last	Company	Phone	Email	Questions	Date	Time	Checked In By
	67565	Fred	Eck	Sinnclair Community College				07/20/2023	09:49 AM	M. Medoro
	67501	Alissa	Griffith	Heartland Bank				07/20/2023	10:02 AM	R. SalesRep
	67549	Jason	Lawson	Dycom Industries				08/25/2023	09:21 AM	R. SalesRep
	75437	Freda	Martin					08/12/2023	02:42 PM	R. SalesRep
	67482	Mike	Medoro	Aspect Marketing				08/30/2023	10:05 AM	R. SalesRep
	67482	Mike	Medoro	Aspect Marketing				07/20/2023	08:14 AM	R. SalesRep

Showing 1 to 6 of 6 entries

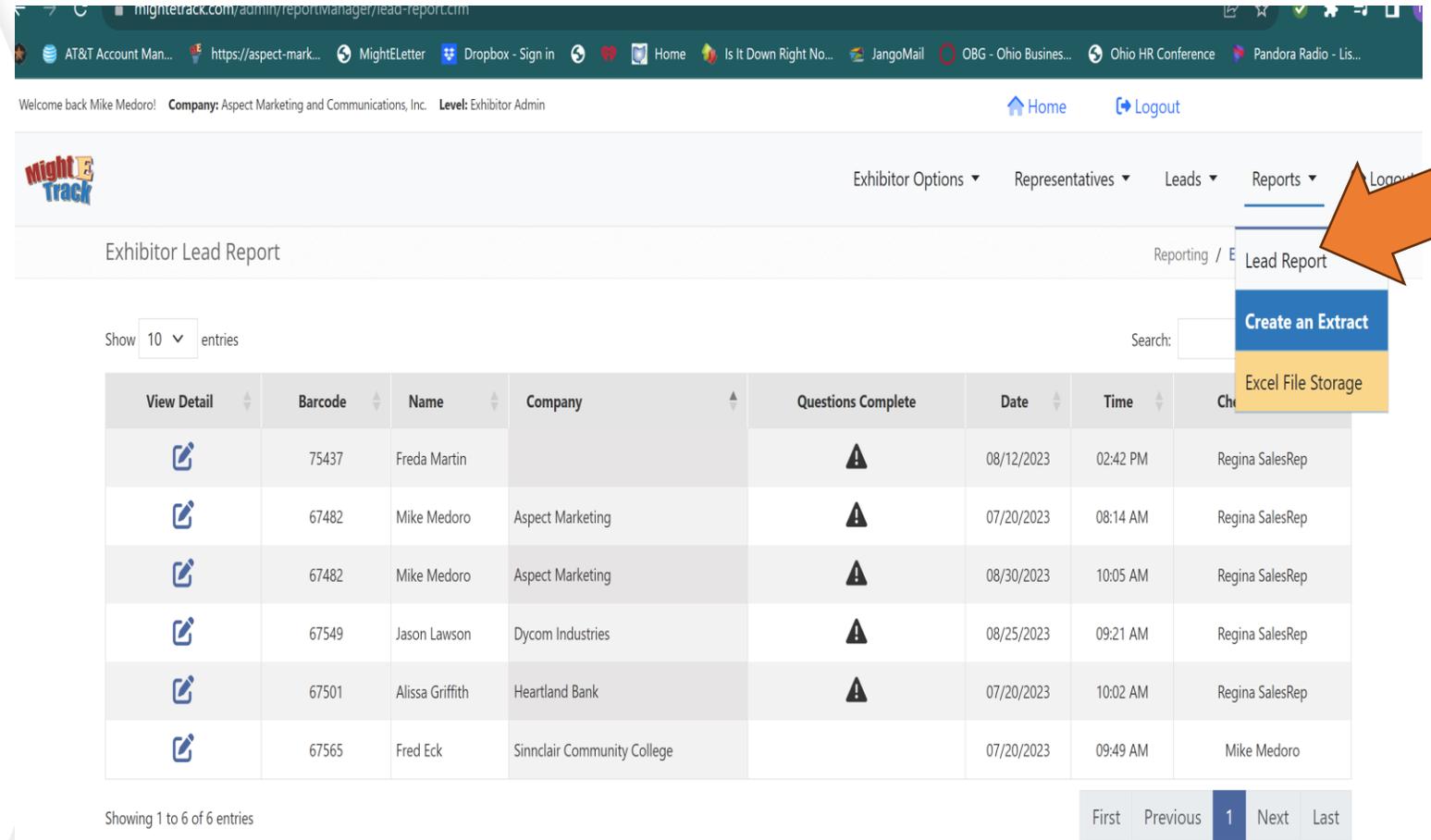
First Previous **1** Next Last



Exhibitor ADMIN - MightEtrack

- **Admin – Reporting**

- MightETrack has two options for reporting – view or export to an excel spreadsheet.
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- Using the “Report” link provides the option to export all data to an excel spreadsheet or analysis.



mightetrack.com/admin/reportmanager/lead-report.cfm

Welcome back Mike Medoro! Company: Aspect Marketing and Communications, Inc. Level: Exhibitor Admin

Home Logout

Exhibitor Options Representatives Leads Reports Lead Report

Reporting / E Lead Report

Show 10 entries Search:

View Detail	Barcode	Name	Company	Questions Complete	Date	Time	Ch
	75437	Freda Martin			08/12/2023	02:42 PM	Regina SalesRep
	67482	Mike Medoro	Aspect Marketing		07/20/2023	08:14 AM	Regina SalesRep
	67482	Mike Medoro	Aspect Marketing		08/30/2023	10:05 AM	Regina SalesRep
	67549	Jason Lawson	Dycom Industries		08/25/2023	09:21 AM	Regina SalesRep
	67501	Alissa Griffith	Heartland Bank		07/20/2023	10:02 AM	Regina SalesRep
	67565	Fred Eck	Sinclair Community College		07/20/2023	09:49 AM	Mike Medoro

Showing 1 to 6 of 6 entries

First Previous 1 Next Last



Exhibitor Rep - MightEtrack

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:

Once your organization's admin has added exhibitor reps to the site -

<https://www.mightetrack.com/register.cfm>

1. Complete the three fields.
2. You'll be sent an email with your password.
3. Login in with your username (your email address) and password (supplied via an email)

A screenshot of a mobile web browser showing the registration page for an exhibitor account. The browser address bar shows 'mightetrack.com'. The page title is 'Exhibitor Account Activation'. Below the title, there is a sub-header 'Exhibitor Account Activation' and a note: 'Already Signed Up? Click Sign in to login your account.' There are three input fields: 'First Name*', 'Last Name*', and 'Email Address*'. The 'Email Address*' field is labeled 'Username' inside the input box. A blue 'Register' button is located at the bottom right of the form. The mobile interface includes a status bar at the top with the time '2:39' and a home indicator bar at the bottom.

Might E Track

Exhibitor Rep - MightEtrack

How does it work? Click on the “+ HomeScreen”

10:02

Might Track

Home Screen

INTRODUCING MIGHTETRACK

An efficient, effective solution for attendee lead management.

MightETrack is an easy way to manage the entire event attendee lead generation and communication management for any event.

Contact Us Now

Exhibitor Dashboard

The exhibitor dashboard is a place you can go to view progress and results for attendee contacts and leads from an event.

Exhibitor Access

MightETrack allows an exhibitor to manage their own representatives, from login, all the way to their security permissions.

Event Reporting

**Might E
Track**

Exhibitor Rep - MightEtrack

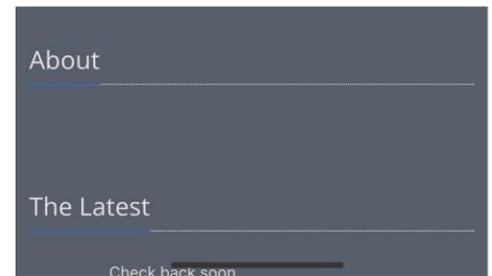
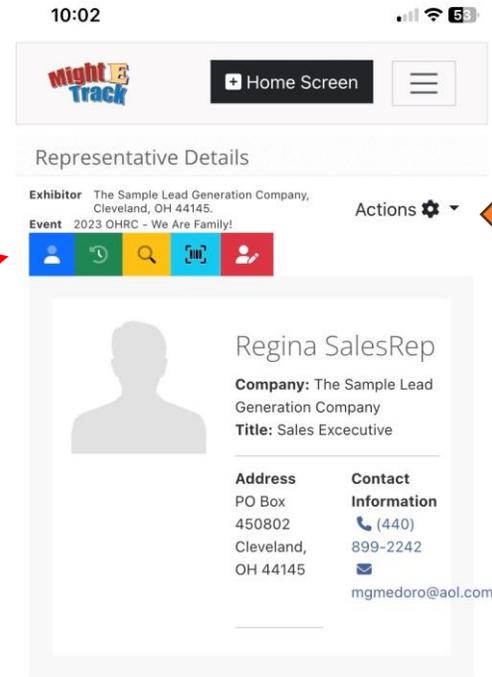
How does it work?





Exhibitor Rep - MightEtrack

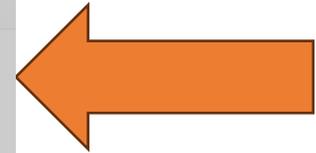
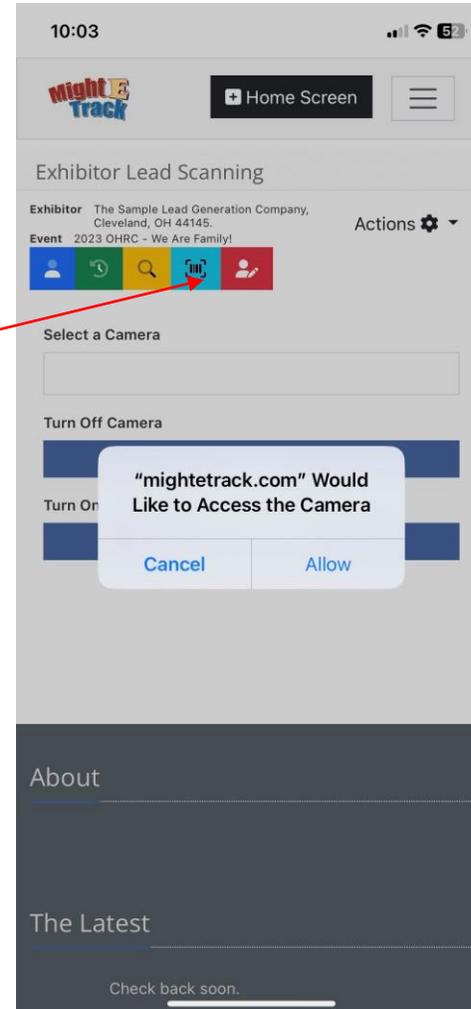
How does it work? Verify YOUR information.





Exhibitor Rep - MightEtrack

How does it work? To Scan – click on the icon



**Might E
Track**

Exhibitor Rep - MightEtrack

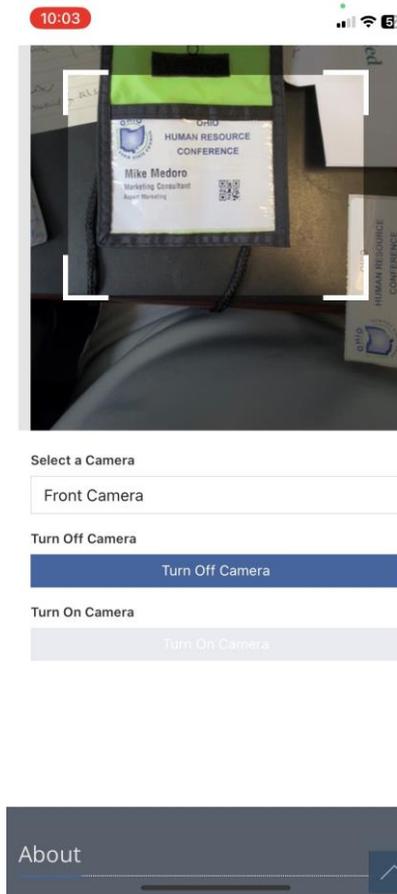
How does it work? To Scan – then scan the barcode



Might E Track

Exhibitor Rep - MightEtrack

How does it work? To Scan – system will ask if it is okay to use the phone's camera





Exhibitor Rep - MightEtrack

How does it work? To Scan – the system will open up the attendee information – save or go to questions.

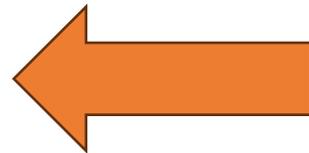
10:04 📶 🔋 51

Exhibitor Lead ✕

First Name*	Last Name*	
<input type="text" value="Mike"/>	<input type="text" value="Medoro"/>	
Company Name	Title	
<input type="text" value="Aspect Marketing"/>	<input type="text" value="Marketing Consultar"/>	
Street Address*	Street Address 2	
<input type="text" value="PO Box 450802"/>	<input type="text"/>	
City*	State/Province*	Zip*
<input type="text" value="Cleveland"/>	<input type="text" value="OH"/>	<input type="text" value="44145"/>
Country*	<input type="text" value="UNITED STATES OF AMERICA"/>	
Email Address*	Phone Number*	
<input type="text" value="mgmedoro@aspect"/>	<input type="text" value="(440) 899-2242"/>	

Contact Us

MightEvent.com
150 East Wilson Bridge Road
Columbus, OH 43085
Phone: (614) 425-4821
Email:



Might E Track

Exhibitor Rep - MightEtrack

How does it work? To Scan – the system will open up the questions screen – answer/save.

10:05 📶 🔋

Questions for M 🏠 Home Screen

Tell me about your challenges with regards to...and can you give me an example?

Can you estimate what you think this challenge costs you?

Select an Answer

What would it mean to you if you could solve this challenge?

How does this project rank in priority compared to the others you are working on?

Select an Answer

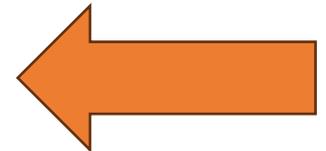
What is your time frame for solving this challenge?

Select an Answer

Lead Comments

Save Exhibitor Lead Answers

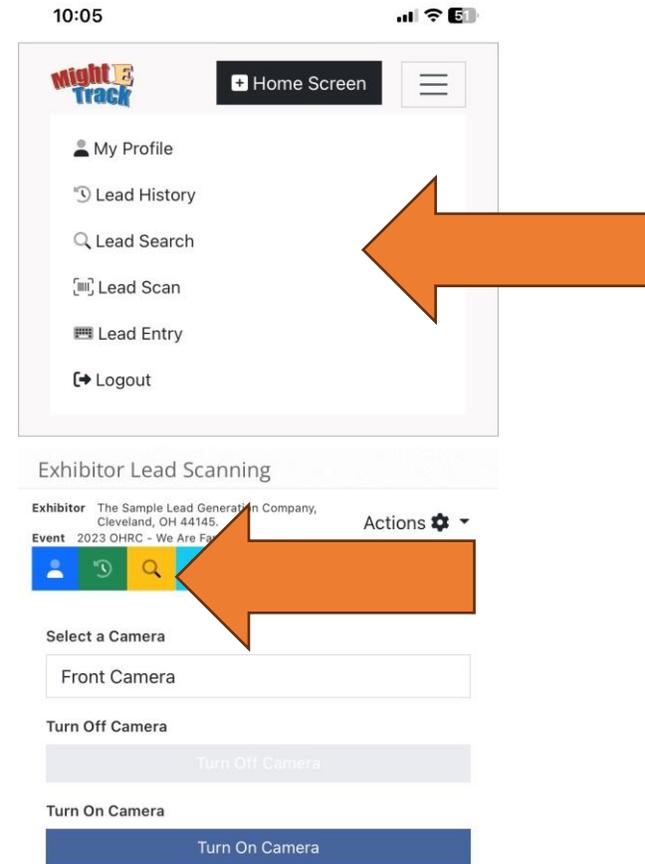
Return to Contact Information Cancel





Exhibitor Rep - MightEtrack

How does it work? Other options – search for an attendee; enter an attendee.





Exhibitor Rep - MightEtrack

How does it work? Other options – search for an attendee; enter an attendee.

2:47 mightetrack.com

Exhibitor Lead Search

Exhibitor: The Sample Lead Generation Company, Cleveland, OH 44145. Actions ⚙️

Event: 2023 OHRC - We Are Family!

Lead Search Terms

Enter a value for at least one field, to search for an Attendee.

Barcode Number

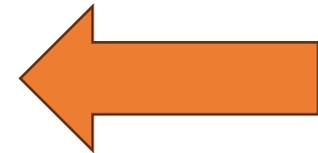
Company Name

First Name

Last Name

Show 10 entries Search:

Select	Barcode	First	Last	Company
--------	---------	-------	------	---------





Exhibitor Rep - MightEtrack

How does it work? Other options –enter an attendee.

2:49 📶 🔋 42%

mightetrack.com

 Home Screen 

Exhibitor Lead Detail

Exhibitor The Sample Lead Generation Company,
Cleveland, OH 44145. Actions ⚙️

Event 2023 OHRC - We Are Family!

Lead Information

First Name*

Last Name*

Company Name

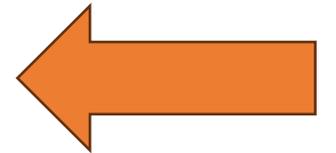
Title

Street Address*

Street Address 2

City*

← → + 4 ...





Exhibitor Rep - MightEtrack

How does it work? Lead history.

The screenshot shows the 'Might E Track' mobile application interface. At the top, the time is 11:09 and the battery is at 45%. The app header includes the 'Might E Track' logo, a 'Home Screen' button, and a menu icon. Below the header is a 'Search Lead History' section. The main content area displays lead history for an exhibitor named 'The Sample Lead Generation Company, Cleveland, OH 44145'. An orange arrow points to a green circular icon with a white clock symbol, which is part of the lead entry details. Below this is a table of lead entries with columns for 'Select', 'Barcode', 'First', 'Last', and 'Company'. The table shows five entries, with the first one highlighted. At the bottom, there are navigation buttons for 'First', 'Previous', '1', 'Next', and 'Last'. A dark grey bar at the very bottom contains the text 'About'.

Select	Barcode	First	Last	Company
	67501	Alissa	Griffith	Heartland
	67549	Jason	Lawson	Dycom Industries
	75437	Freda	Martin	
	67482	Mike	Medoro	Aspect Marketing
	67482	Mike	Medoro	Aspect Marketing



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