MightETrack – Quick Set Up Sheet

Exhibitor REP Guide

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)
5. Click on the “+HOME” icon to add a quick link to the home screen of your smart phone.

**Exhibitor REPS need to complete a four step process:**

**Step 1:** Verify that your information is correct.

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

**Step 2:** Lead Search Option in MightETrack

1. Once in MightETrack - Click on the “Lead Scan”option.
2. Each registered conference attendee will have a name badge. An important item on the badge is a unique code that is assigned to the attendee.
   * 1. Using the “SCAN” icon – scan the QR code on the attendee’s badge
     2. Do a cursory review of the attendee information for accuracy
     3. Go to the questions screen; complete, and save.
     4. Repeat for each prospect that you interact with at the conference.
3. An other option is to use the “Lead Search” box. Note: searches can be performed using company name, first name or last name in addition to the bar code.

**Step 3:** 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 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.

All of the prospecting data is saved on the MightETrack server. Reports will be completed by the Admin on your account.

**Questions? Contact Mike Medoro – Cell 216.272.0092 or mgmedoro@aspect-marketing.com**