



**Welcome to
MightETrack! The
assigned
administrator on the
exhibitor account
has an important role
to play both BEFORE
and AFTER the
conference.**

The administrator 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:

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)

Administrators need to complete a four step process:

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

1. Once in MightETrack - Click on the “Exhibitor Options” / “Exhibitor Profile” drop down box.
2. Verify that your organization’s information is correct.

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. 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.
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.
5. Save the questions when complete.

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

1. MightETrack has room for up to 30 exhibitor reps.
2. 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. To add sales reps to MightETrack – click on the “Representatives” / “Create New Representatives.”
5. Complete the exhibitor rep information - the email address will become the Rep’s username. You may create your own default password for the rep.
6. Save and repeat as necessary.

Step 4: Reporting

1. MightETrack has two options for reporting – view or export to an excel spreadsheet.
 2. Using the “Leads” link – the ADMIN may review the listing of leads; search for a lead.
 3. Using the “Report” link provides the option to export all data.
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