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**Isaac M. O'Bannon** • Sep. 05, 2023



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This year, Expensify and Small Business Expo have joined forces to elevate attendee engagement by bringing in New Expensify as the primary communication tool for the Los Angeles event. New Expensify's [Chat feature](#) enables attendees to:

- Initiate one-on-one conversations prior to the expo in order to facilitate early introductions and meeting planning.
- Receive real-time updates on conference announcements in a dedicated #announce room.
- Pose questions and directly engage with speakers through keynote and session-specific chat rooms.
- Share exciting updates, photos, and post-conference plans within a centralized #social room.
- Stay connected long after the event ends, transforming conference chatter into industry-centric communities.

“Expensify has long been recognized as the preeminent corporate card program and expense management app for SMBs,” says Zach Lezberg, CEO at [Small Business Expo](#). “New Expensify takes it a step further by infusing Expensify’s hallmark features like receipt scanning, mileage tracking, expense submission, and more, into a collaborative, chat-centric platform. That means organizations like ours don’t need a ton of different tools to host incredible events. We can have conference announcements, internal team chats, attendee networking, and social banter all in one place. But the real gamechanger? With everyone traveling for work, we can also track our expenses in the same app.”

Expensify continues to make strides in revolutionizing conference engagement and knowledge sharing across diverse sectors, from accounting and technology to leadership, and now SMBs.

Daniel Vidal, Chief Strategy Officer at Expensify, adds, “The SMB sector has always

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