

Frequently Asked Questions

Updated: April 29, 2025 | Subject to Change

Contacts

Registration, Accommodations, or Travel Questions

Focus 2025 Travel Headquarters (Maritz Global Events)

Phone: 636-827-7158 or 866-412-1239

Email: LPLFinancialFocus@TravelHQ.com

Extended Hours (May 5-23): Monday through Friday, 8:00 a.m. – 7:00 p.m. CT

Standard Hours (beginning May 27): Monday through Friday, 8:00 a.m. – 4:30 p.m. CT

Agenda or General Conference Questions

LPL Financial Conference Experiences

Email: Conferences@LPLFinancial.com

Club Level Benefits or Qualifications

Advisors should contact their LPL Financial Success Manager or LPLClubProgram@LPLFinancial.com

Conference Benefits

Do I qualify for any conference benefits?

See benefit chart below for **Independent Advisor Services (IAS)** clients:

Focus	Summit Qualifiers	Masters Qualifiers	Ascent Qualifiers
Complimentary registration fee	•	•	•
Complimentary roundtrip economy airfare	•	•	•
Complimentary airport shuttle transfers	•	•	•
Complimentary hotel accommodations	• (3 nights)	• (3 nights)	• (2 nights)

See benefit chart below for **Institution Services (IS)** clients:

Focus	Summit Qualifiers	Ascent Qualifiers
Complimentary registration fee	•	•
Complimentary roundtrip economy airfare	•	•
Complimentary airport shuttle transfers	•	•
Complimentary hotel accommodations	• (3 nights)	• (2 nights)

I want to transfer my benefits to another advisor in my office or an office staff member. How do I do this?

- Visit the LPL Financial Exception Site by clicking here:
<https://content.travelhq.com/events/lplexception/#/advisorrequest>

Who can transfer benefits?

- **Summit and Masters qualifiers** can transfer all Focus benefits to another advisor or staff member.
- **Independent Ascent qualifiers** can only transfer their complimentary registration fee to Focus to another advisor or staff member. Hotel and travel benefits are not transferrable.
- **Institution Ascent qualifiers** can transfer all benefits to another financial professional within their firm.

Someone in my office is transferring conference benefits to me. When will those be applied?

- If you have already registered for Focus, the benefits will automatically be applied. No further action is required.
- If you have not registered for Focus, the benefits will be applied to your current invitation and unique login ID within three (3) business days. You will not receive a new invitation/login ID.

I am supposed to be _____ club level, but when I logged into the conference website, my benefits reflect otherwise.

- Please contact Conference Experiences: Conferences@LPLFinancial.com

Can I book my own hotel room and get reimbursed?

- If you qualified for hotel benefits, you must book your hotel room through Travel Headquarters (Maritz Global Events), as rooms have already been contracted. If you book a hotel on your own at another property, you will **not** be reimbursed. If you did not qualify for hotel benefits, we still encourage you to book your hotel through Travel Headquarters (Maritz Global Events) because we offer complimentary shuttle service between the airport and official Focus 2025 hotels on August 9, 10, and 13.

If I book my own airline/rail ticket, will I get reimbursed?

- If you qualified for travel benefits, 2025 Travel Policies require that you book your airfare/rail through Travel Headquarters (Maritz Global Events). **Reimbursements will not be issued for tickets booked outside of this policy.**

Will my parking be reimbursed at the convention center and/or hotel?

- Daily parking at the convention center and/or one of the official hotels, will be reimbursed for qualifiers not using other travel benefits. Please reference the 2025 Travel Policies for more information on parking and mileage reimbursements.

Registration Invitations & Login IDs

I'm an LPL Financial advisor or office staff/admin and didn't receive a Focus 2025 invitation. Can I still attend?

- Of course! Please contact: Conferences@LPLFinancial.com, and we will resend your invitation.

Everyone in my office received a Focus 2025 invitation, but I didn't. What should I do?

- Please contact: Conferences@LPLFinancial.com. We will send you an invitation.

Registration Fees

What is the cost to attend Focus 2025?

- The registration fee is \$440 if you take advantage of the early-bird rate, which will be available from the time registration opens until Friday, May 23 at 11:59 p.m. PT. The registration fee increases to \$715 on Saturday, May 24 (no exceptions).

I am only able to attend Focus for one day. What is the cost?

- LPL Financial only offers advisors and advisor staff full conference passes only; day passes are not available.

I missed the early-bird registration deadline. Can you make an exception?

- The early-bird registration deadline is 11:59 p.m. PT on Friday, May 23. The full conference fee of \$715 will be charged starting on Saturday, May 24. There are no exceptions.

I was told by my recruiter that I would not have to pay a registration fee.

- Please contact Conference Experiences directly by emailing: Conferences@LPLFinancial.com.

I need to cancel. Do I have to pay the cancellation fee?

- If you cancel after 11:59 p.m. PT on Friday, July 11, you will be charged a cancellation fee of \$300 plus any hotel and/or air cancellation fees.

- If you have conference benefits that include airfare and tickets have been issued in your name, you will receive a 1099-MISC early next year for the value of the tickets.

Guests

I would like to bring a guest to Focus 2025. How much does it cost?

- Below are the guest registration fees. Registration fees must be paid to obtain a name badge, which is required to attend official Focus sessions and functions.
- Please note:
 - LPL Financial will not offer Evening Events Only Passes. If you wish to attend Focus 2025, you must register as a full conference attendee or guest.
 - Guests are not permitted to attend breakout sessions.

Prices	Package Inclusions
\$525 Ages 21+	Sunday, August 10 <ul style="list-style-type: none"> • Keynote Speaker and Welcome Reception
\$375 Ages 16-20	Monday, August 11 <ul style="list-style-type: none"> • General Session and Expo (No Breakout Sessions) • Breakfast and Lunch
\$225 Ages 11-15	Tuesday, August 12 <ul style="list-style-type: none"> • General Session and Expo (No Breakout Sessions) • Breakfast and Lunch • Final Night Concert (Includes Light Snacks)
Complimentary Ages 0-10	

I want my guests to attend evening events only. Can I buy a pass for just evening events?

- LPL Financial is not offering evening event only passes for Focus 2025. If your guest(s) would like access to the evening events, a full guest pass must be purchased.

I want my guest to attend the Final Night Concert only. Can I buy a pass for just that night?

- LPL Financial is not offering Final Night Concert only passes for Focus 2025. If your guest(s) would like access to the Final Night Concert, a full guest pass must be purchased.

I want my guest to attend sessions. How do I get them signed up?

- Breakout sessions (including pre-conference workshops) are open to full-conference attendees only. Your guest must register as an advisor, advisor staff, or institution professional and pay the full conference fee to attend breakout sessions.
- Guests are however permitted to attend general sessions, including keynote addresses.

I'm not sure if my guest will be joining me at this time. Can I add a guest later?

- You may purchase a guest pass later. You can use your confirmation number to make changes to your registration or you can email Travel Headquarters (Maritz Global Events), and they will be able to assist.

I want my guest to see the keynote speaker. How do I get them access?

- If you are bringing a guest who has already registered for a full-conference pass, no action is required. A name badge will be issued to your guest upon check-in at the Registration Desk located in the San Diego Convention Center, allowing access to the General Sessions Sunday, August 10 through Tuesday, August 12.
- If you are bringing a guest who is not registered, you can register them for Focus at the registration desk. General Session only passes are not available.

Hotel

What time can I check-in and check-out?

- Check-in/out times vary by each hotel, please contact Travel Headquarters at 866-412-1239 or LPLFinancialFocus@TravelHQ.com for accurate check-in/out times.

I want to extend my stay. How much will this cost me?

- Room rates vary by each hotel. Please contact Travel Headquarters at 866-412-1239 or LPLFinancialFocus@TravelHQ.com for accurate room rates.
- Any special room type requests made for extensions (i.e., room upgrades) may affect the type of room that is reserved for you during the conference. You may be responsible for any variance in cost if the room type selected for your extension is more expensive than the room blocked during the conference.
- Please work directly with Travel Headquarters (Maritz Global Events) for any extensions, so we can ensure your reservation is seamless and you are extended the group rate if available.

I am traveling with friends and/or family. How many people can stay in my room?

- The maximum number of guests per room is 4.
- Rollaway beds and cribs are complimentary.

My plans have changed, and I need to cancel my hotel reservation. What is the hotel cancellation policy?

- If need to cancel your hotel reservation, including extensions and additional rooms, you must provide written notice of cancellation to Travel Headquarters 72 hours prior to check-in; otherwise, you may be charged a cancellation fee by the hotel equal to one night's room and tax.
- If you do not arrive at the hotel on your scheduled arrival date and you do not provide notice to Travel Headquarters, your room may be cancelled and released by the hotel and accommodations may not be made available again. You will also be charged a cancellation fee by the hotel equal to one night's room and tax.

Travel

My benefits include complimentary airfare. How do I book my flights?

- You must book your flights through Travel Headquarters (Maritz Global Events).
- During the registration process, you will provide your preferred travel dates, major airport closest to your home, and seat preferences. Once your registration is complete, Travel Headquarters will begin making your flight arrangements.

I am bringing additional guests to Focus. How do I book their flights?

- You can book your additional guests' airfare through Travel Headquarters for a fee of \$75 per ticket, or you can book these flights on your own.
- If choosing to book additional guest airline tickets through another source, please email Travel Headquarters their itineraries to ensure they are included on the group airport transfers on August 9, 10, or 13.

I completed registration. When do I get my flight confirmation?

- You must approve the tentative flight itinerary emailed to you before your flight reservations are booked. Be sure to carefully review the itinerary prior to approving it and contact Travel Headquarters with any discrepancies or changes. If not approved within 24 hours, the air reservation will not be ticketed.
- Airfares are subject to change without notice. Any airfares quoted cannot be guaranteed until you have approved your itinerary.
- After you approve your itinerary, you will receive a final travel itinerary via email. Please print your final travel itinerary and retain copies for your records. You will need to take it with you to check in at the airport.

I need to change my flight. Does LPL Financial pay for this?

- Any costs associated with ticket changes will be your responsibility. In addition to the ticket change costs, you will be charged a \$75 transaction fee.

I am not ready to book my flight yet. When is the deadline to do so?

- If you qualify for air benefits, the last day to book your flight is Friday, July 11.

Will LPL Financial reimburse me for my checked bag?

- LPL Financial does not reimburse for checked luggage fees. We suggest including your name and mobile number on all bags, including carry-on luggage.
- Please refer to LPL's 2025 Travel Policies for full details.

How can I upgrade my airline seats?

- If you qualify for air benefits, Travel Headquarters can issue your ticket in your requested fare class, if available. However, you are responsible for any costs above a standard economy class ticket.
- Or, Travel Headquarters can issue your ticket in economy class. You can contact the airline directly to request an upgrade with frequent flyer miles.

Does LPL Financial provide transfers from the airport to the hotel?

- Complimentary group airport transfers will be provided for advisors and guests between San Diego International Airport (SAN) to all participating hotels on **Saturday, August 9, Sunday, August 10, and Wednesday, August 13 only.**
- You are responsible for the cost of your airport transfers if you arrive or depart on dates other than those outlined above.

Driving & Parking

I am driving to Focus. Can I be reimbursed?

- If you qualify for complimentary air benefits and choose to drive instead, you are eligible for mileage and parking reimbursement. If you don't qualify for air benefits, LPL Financial will not reimburse parking and/or mileage.
- The mileage rate for 2025 is \$.70/mile and may not exceed 1,000 total miles or the cost of a roundtrip, economy airline ticket, whichever is less.
- Parking receipts must be submitted with mileage reimbursement requests. LPL Financial will not reimburse overnight parking for a rental car if the qualifier uses an air benefit and then rents a car to drive to the hotel.

How do I submit for mileage and parking reimbursement?

- An email will be sent post-conference with a link to submit a request for reimbursement.
- The deadline to submit for reimbursement is Friday, August 29, 2025.

How much is parking?

- Parking rates vary by hotel. To check parking rates, please contact Travel Headquarters at: 636-827-7158 or 866-412-1239 or by email: LPLFinancialFocus@TravelHQ.com.

Conference Cancellation

How do I cancel my registration?

- Cancellations must occur by 11:59 p.m. PT on Friday, July 11 to avoid cancellation fees. If you cancel after this date, you will be charged a cancellation fee of \$300, no exceptions. Conference cancellations must occur in writing to LPLFinancialFocus@TravelHQ.com.
- If you have conference benefits that include airfare and tickets have been issued in your name, you will receive a 1099-MISC in early 2026 for the value of the ticket.
- No-show fee is applicable to all registrants, including qualifiers.

I cancelled my attendance to Focus. Do I still need to cancel my flight?

- Yes. If your airfare was booked through Travel Headquarters (Maritz Global Events), you must email Travel Headquarters to cancel your flight.
- If your airfare was booked through Travel Headquarters and is not used for Focus 2025 due to conference cancellation, the value of your airfare will be reported as income on your 1099-MISC at the end of the

year. The tickets will remain in you and your guest's name for future use. Instructions will be sent to attendees to utilize these credits in September 2025.

Attire, Weather & Timezone

What should I wear?

- Business casual is appropriate for all business sessions. Comfortable walking shoes are strongly recommended.

What is the weather like?

- Average temperatures for San Diego in August range from daytime highs in the high 70s to evening lows in the 60s. For up-to-date weather information shortly prior to your departure, please visit weather.com.

What time is it?

- San Diego will be operating at **Pacific Time (PT)** during Focus 2025. Therefore, the time difference will be as follows:

San Diego	Denver	Austin	Charlotte
9:00 AM	10:00 AM	11:00 AM	12:00 PM

Rules & Regulations

FINRA Regulation

- LPL Financial is required to report to FINRA that Focus 2025 is a working meeting and an established program. Hotel and air benefits are to be used within the conference dates only. If LPL Financial provides benefits outside of these parameters, it potentially puts the program at risk.

IRS Reporting Requirements

- In accordance with IRS reporting requirements, all non-business-related benefits provided by LPL for the benefit of our financial clients are required to be reported as income to them on their 1099-MISC forms. Examples of non-business-related benefits include airfare, transfers, and meals provided by LPL to spouses, guests, or children who have no business purpose in attending a conference.
- If an airline ticket booked through Travel Headquarters is not used by a qualifier due to registration cancellation, the value of the ticket will be reported as income on their 1099-MISC at the end of the year.
- LPL covers room and tax only for designated nights within official program dates. If benefit nights are applied before or after official program dates, the qualifier is subject to having the value of those benefit nights reported as income on their 1099-MISC at the end of the year.