



HOST EXPERIENCE STANDARDS & GUIDE

Version 1.0

For hosts creating intimate live music experiences through HouseShow

PALM SPRINGS



MORE THAN A PERFORMANCE. A SHARED EXPERIENCE.

Palm Springs First. Everywhere Next.

Welcome to Hosting with HouseShow

Your home sets the stage. Your hospitality creates the feeling.

A HouseShow host does more than provide a room. You create the setting where an artist can be heard up close, where guests can feel genuinely welcomed, and where a neighborhood can become a little more connected.

This guide is designed to help you prepare with confidence. It combines the HouseShow philosophy with practical standards for your home, the artist experience, guest hospitality, food and non-alcoholic beverages, insurance awareness, safety, event flow and post-show follow-up.

The goal is not perfection.

The goal is thoughtful preparation. A HouseShow should feel personal, comfortable, well run and unmistakably human.

The HouseShow Promise

Before we make an important decision, we ask four questions:

- Does this help the artist?
- Does it improve the host experience?
- Does it create a better experience for the guest?
- Does it strengthen the community?

As a host, you help bring all four questions to life.

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The Host Role

A Host opens more than a door.

HouseShow is a marketplace. HouseShow does not centrally produce every performance. Verified artists and verified hosts decide when a show makes sense for them, then use the platform to create and publish that specific HouseShow for guests to discover and book.

What the Host Owns

- The home or approved unique space and the conditions within it.
- Accurate capacity, access, parking and house-rule information.
- The welcome and overall hospitality of the guest experience.
- Coordination with the artist on arrival, setup, performance area and any optional lodging arrangement.
- Food and non-alcoholic beverage offerings you choose to sell through the show.
- Reasonable preparation for safety, neighbors, weather and cleanup.

What HouseShow Provides

- The marketplace and show-listing infrastructure.
- Ticketing and guest purchase flow for the specific HouseShow.
- Artist and host verification workflows used by the platform.
- Host dashboard tools, guest lists and show management.
- Payment and revenue-share infrastructure.
- Guidance, standards and platform support.

A home is never “just a venue.”

Opening a private space is an act of trust. HouseShow asks hosts to treat that privilege - and the people entering the home - with thoughtful care.

The HouseShow Standards

The feeling can be consistent even when every home is different.

1. Welcome with warmth

Guests should feel expected, not processed.

2. Honor the artist

Artists are partners in the evening, not background entertainment.

3. Respect the home

Protect the space, set clear rules and create sensible boundaries.

4. Create comfort

Make seating, lighting, temperature, restrooms and movement easy.

5. Communicate clearly

Reduce uncertainty around parking, arrival, timing and house rules.

6. Keep music central

Food, beverages, photos and conversation should support - not compete with - the performance.

7. Notice the details

Small touches signal care: water for the artist, stocked restrooms, visible paths and a clean performance area.

8. Create belonging

Introduce people. Notice the guest who arrived alone. Encourage genuine conversation.

9. Protect the community

Respect neighbors, local rules, parking constraints and reasonable ending times.

10. End with gratitude

Thank the artist. Thank the guests. Leave the evening on a human note.

HouseShow Perspective

Standards do not exist to make every event look the same. They exist to make thoughtful hospitality repeatable.

Your Economics & Platform Basics

Know what belongs to the artist, the host and HouseShow.

Revenue stream	Host share	Other share
Ticket sales	18% Host	Artist 70% / HouseShow 12%
Host food & non-alcoholic beverages	88% Host	HouseShow 12%
Artist merch sold onsite	0% Host	100% Artist
Artist merch sold through platform/offsite	0% Host	95% Artist / 5% HouseShow
HouseShow branded merchandise	0% Host	100% HouseShow

Hosts may offer food and non-alcoholic beverages as optional paid add-ons. This can help offset hosting costs while giving guests a more complete hospitality experience.

One Ticket, One Specific HouseShow

A guest buys admission to the specific HouseShow they select. A Palm Springs weekend may have several HouseShows happening across the city; each listing has its own artist, host, time, capacity and ticket.

Merchandise Boundaries

Artist merchandise belongs to the artist under the artist merchandise policy. HouseShow-branded merchandise belongs to HouseShow. Hosts should not treat either category as host food-and-beverage revenue.

From Match to Show Day

A practical timeline for confident hosting.

When	What to do
When you decide to host	Confirm the artist relationship, date, approximate capacity and performance area. Review your insurance and any HOA, lease or local restrictions.
2-4 weeks before	Finalize listing details, ticket price, capacity, food/non-alcoholic beverage menu, parking notes, house rules and artist arrival plan.
7 days before	Walk the home as a guest would. Confirm seating, restrooms, lighting, sound needs, neighbor considerations and weather backup if outdoors.
48 hours before	Reconfirm artist arrival, guest count, parking instructions, food/beverage quantities, emergency contacts and cleanup plan.
Day before	Stage the room, chill non-alcoholic beverages, prep or procure food, stock restrooms, charge devices and test lighting.
Show day	Welcome artist early, complete sound check, set guest areas, review exits and hazards, then shift from preparation to hospitality.
Day after	Thank the artist and guests, review payouts/orders, document any issues, share approved photos and note what to improve next time.

Preparing the Home

Comfort removes friction so guests can focus on the music.



Performance Area

- ☐ Create a clear sightline to the artist for every guest.
- ☐ Keep walkways and exits unobstructed.
- ☐ Remove fragile or irreplaceable objects from high-traffic areas.
- ☐ Provide an accessible power source only where needed and avoid loose cords in walkways.
- ☐ Plan where the artist can place cases, instruments and personal items.

Guest Comfort

- ☐ Provide enough seating or clearly communicate a mixed seated/standing format.
- ☐ Check temperature and ventilation.
- ☐ Stock the guest restroom with soap, towels/tissue and a wastebasket.
- ☐ Use warm, sufficient lighting on paths, steps and entrances.
- ☐ Make water easy to find.

Parking & Neighbors

- ☐ Give precise parking instructions in the show listing/guest communication.
- ☐ Do not block driveways, fire lanes, hydrants or access routes.
- ☐ Consider notifying close neighbors when appropriate.
- ☐ Choose an ending time that respects the neighborhood and local rules.

Welcoming the Artist

The artist should arrive feeling expected.

Before Arrival

- ☐ Confirm arrival and load-in time.
- ☐ Confirm approximate set length, breaks and any special sound needs.
- ☐ Share parking/load-in instructions privately.
- ☐ Confirm where the artist can prepare or take a quiet moment.
- ☐ If lodging is offered, confirm the arrangement separately and in advance.

When the Artist Arrives

- ☐ Greet the artist personally.
- ☐ Offer still or sparkling water and a simple non-alcoholic beverage.
- ☐ Show the artist the performance area, restroom and private/prep area.
- ☐ Complete sound check before guests settle into the performance area.
- ☐ Ask whether there is anything essential still needed.

After the Performance

- ☐ Thank the artist publicly and privately.
- ☐ Give the artist room to meet guests and sell onsite merchandise if they choose.
- ☐ Do not pressure the artist to stay longer than planned.
- ☐ Confirm load-out and any lodging/travel arrangements.

Artist merch onsite

When an artist brings and sells their own merchandise onsite, the artist keeps 100% of those merchandise sales.

Creating the Guest Experience

The first five minutes shape the next three hours.

Arrival

- Make the entrance obvious and well lit.
- Have someone ready to welcome guests rather than leaving arrivals to figure things out.
- Show guests where refreshments and restrooms are located.
- Make introductions when natural - especially for guests arriving alone.

Before the Music

- Allow enough time for guests to settle without delaying the artist unnecessarily.
- Keep background music and conversation at a level that supports the transition to the performance.
- Introduce the artist with warmth and brevity.
- Remind guests of any important house rules without sounding institutional.

During the Performance

- Encourage phones to be silenced and distractions minimized.
- Avoid food service that creates unnecessary noise during quiet songs.
- Do not over-manage the room. Presence matters more than perfection.

After the Music

- Create a natural window for conversation.
- Make artist merchandise easy to discover without turning the room into a sales floor.
- Thank guests personally as they leave when possible.

The desired result

A guest should leave thinking: "I am glad I came - and I want to do this again."

Food & Non-Alcoholic Beverages

Optional hospitality that can also create host revenue.

Hosts may choose to offer food and non-alcoholic beverages for purchase. HouseShow experiences are designed and promoted as non-alcoholic. HouseShow does not sell, facilitate or promote alcoholic beverages as part of the HouseShow offering.

Host Revenue

Hosts keep 88% of food and non-alcoholic beverage revenue sold through the HouseShow experience. HouseShow retains 12%.

What Works Best

- Easy to hold, easy to eat and low mess.
- Quiet enough that eating does not compete with the music.
- Simple to replenish without interrupting the performance.
- Clearly described, especially when common allergens may be present.
- Appropriate for the setting, season and guest count.

Non-Alcoholic by Design

HouseShow takes this position because alcohol can add safety, insurance and liability complexity to private gatherings. Keeping the HouseShow offering non-alcoholic supports a more consistent risk posture for the platform, hosts, artists and guests.

Hosts remain responsible for decisions and conditions at their own property and should discuss any questions about coverage, legal requirements or activities outside the HouseShow offering with their insurer and appropriate professional advisers.

HouseShow Kitchen - Signature Mocktails

Simple, memorable and easy to batch for a small crowd.

The HouseShow

Ingredients: 2 oz fresh lemonade; 1 oz blood orange juice; 1/2 oz fresh lime juice; 3 oz sparkling mineral water; mint; orange wheel

Method: Build over ice in a Collins or stemless glass. Stir gently. Garnish with mint and an orange wheel.

Palm Springs Sunset

Ingredients: 2 oz ruby grapefruit juice; 1 oz blood orange juice; 1/2 oz lime juice; 1/2 oz agave syrup; 3 oz sparkling water; rosemary sprig

Method: Shake juices and agave with ice. Strain over fresh ice, top with sparkling water, garnish with grapefruit and rosemary.

Acoustic Breeze

Ingredients: 4 cucumber slices; 6 mint leaves; 3/4 oz lime juice; 1/2 oz simple syrup; 4 oz soda water

Method: Gently muddle cucumber and mint. Add lime and syrup, fill with ice, top with soda water and stir.

Encore

Ingredients: 1 oz blackberry puree; 2 oz lemonade; 1/2 oz lemon juice; 3 oz sparkling water; basil leaf

Method: Combine puree, lemonade and lemon. Pour over ice, top with sparkling water and garnish with basil.

Standing Ovation

Ingredients: 2 oz pineapple juice; 2 oz coconut water; 1/2 oz lime juice; 2 oz sparkling water; mint

Method: Shake pineapple, coconut water and lime with ice. Pour over fresh ice, top with sparkling water, garnish with mint.

Batching tip

For larger groups, multiply the still ingredients in advance and keep chilled. Add sparkling components close to service so drinks remain lively. Garnish at service.

Easy Food Ideas & Presentation

The goal is thoughtful, not elaborate.

Idea	Simple approach
Charcuterie Cups	Cheese cubes, cured meat, grapes, crackers, olives. Portion individually so guests can mingle without crowding one board.
Mediterranean Snack Boxes	Hummus, pita wedges, cucumbers, cherry tomatoes, olives and stuffed grape leaves in small compostable or reusable trays.
Caprese Skewers	Cherry tomato, mozzarella pearl and basil on short skewers; finish with a small balsamic drizzle just before service.
Mini Sandwiches or Wraps	Offer one or two clear choices; cut small enough to eat without a plate and label vegetarian/vegan options.
Fruit & Cheese Board	Seasonal fruit, two or three cheeses, nuts and crackers. Keep serving utensils separate where possible.
Sweet Finale	Brownie bites, lemon bars, cookies, chocolate-dipped fruit or small pastries - easy to serve after the set.

Make It, Buy It or Cater It

- Make it yourself when the menu is simple and you are comfortable with preparation.
- Buy ready-made items from a trusted market and present them thoughtfully.
- Use a licensed caterer or food professional when scale, complexity or local rules make that the better choice.

Presentation Standard

- Clean and uncluttered.
- Easy to serve without bottlenecks.
- Clearly labeled when allergens or dietary choices matter.
- Easy to replenish.
- Designed to support conversation and music, not become the main production.

Food safety and local requirements vary. Hosts are responsible for following applicable food-handling, sales, permitting and tax requirements for their circumstances.

Artist Lodging

Optional, flexible and agreed directly between host and artist.

Some traveling artists may appreciate the option to stay with a host. HouseShow allows that possibility, but lodging is never required and is not guaranteed.

Option	How it works	Best practice
Complimentary	Host offers lodging at no charge	Agree on dates, arrival/departure and house expectations.
Paid	Host and artist agree on a nightly or flat rate	Confirm the amount and what is included before the show.
Privately negotiated	Host and artist create another arrangement	Keep expectations clear and document the arrangement between yourselves.

Good Hosting Boundaries

- Provide a clean, private or clearly defined sleeping area.
- Clarify bathroom access, parking, pets, smoking and quiet hours.
- Do not assume meals, transportation or additional nights are included unless agreed.
- Respect the artist's need for rest and privacy after performing.

Important

Travel and accommodation arrangements remain between the host and artist. HouseShow introduces the parties but does not guarantee lodging or dictate the private arrangement.

Insurance, Safety & Risk Awareness

Thoughtful preparation protects the experience.

HouseShow does not provide insurance coverage for a host's property or event. During onboarding, hosts acknowledge responsibility for obtaining appropriate coverage and are encouraged to confirm with their homeowner, renter or other carrier whether paid events at the property are covered.

Before Your First HouseShow

- ☐ Call your homeowner, renter or applicable property insurer.
- ☐ Explain that you plan to host a small paid live-music gathering at your property.
- ☐ Ask whether your existing liability coverage applies and whether any business/activity exclusions matter.
- ☐ Ask whether event-specific liability coverage would be appropriate.
- ☐ Ask whether an umbrella or excess liability policy makes sense for your broader circumstances.
- ☐ Review HOA, lease, community and local requirements that apply to the property.
- ☐ Keep proof of any purchased event coverage with your show records.

Basic Safety Readiness

- ☐ Clear exits and walkways.
- ☐ Adequate lighting at entrances, steps and outdoor paths.
- ☐ Working smoke/CO alarms where required.
- ☐ Accessible fire extinguisher appropriate for the home.
- ☐ First-aid supplies available.
- ☐ Emergency address and key phone numbers easy to locate.
- ☐ Outdoor weather plan when applicable.
- ☐ No overloaded electrical circuits or unsecured extension cords.

This guide is educational, not insurance or legal advice.

Coverage depends on the policy, property, event and jurisdiction. Hosts should rely on their own insurer, broker and legal advisers for individualized guidance.

Event Insurance Resource Sheet

Options to research - not endorsements.

HouseShow does not endorse or guarantee any insurance provider or policy. The companies below are examples hosts can research and compare. Availability, eligibility, exclusions and pricing vary by event and location.

Provider	What to research	Contact / note
The Event Helper	Special event liability; online quoting and certificates	theeventhelper.com (855) 493-8368 Official site says event liability can protect against guest injury/property damage claims and policies can be purchased online.
Markel Event Insurance	Event liability and certain cancellation options	markel.com/us/personal-insurance/event (800) 236-4252 Official site lists event liability, up to \$2M available on certain policies, and additional-insured options.
Eventsured	Special event liability and cancellation/postponement	eventsured.com (888) 882-5902 Official site lists concerts and many other event types and offers online quotes.
GatherGuard	Special event insurance	gatherguard.com Official site offers online quotes and proof of insurance, with eligibility limits and state availability disclosed on its site.

Questions to Ask Any Provider

- ☐ Does the policy cover a paid live-music gathering at a private residence?
- ☐ Are performers, volunteers and vendors treated differently under the policy?
- ☐ What are the bodily injury and property-damage limits?
- ☐ Are there exclusions for business activity, food service, outdoor events or specific activities?
- ☐ Can the property owner or another party be added as an additional insured if needed?
- ☐ When must coverage be purchased and when does it begin/end?
- ☐ How are claims reported?

Resource review date: August 13, 2026. Hosts should verify current terms directly with the provider before purchasing.

Refunds, Cancellations & Merchandise

Use the right decision rule for the right revenue stream.

Tickets & Food/Non-Alcoholic Beverages

When a discretionary refund or cancellation decision affects shared event economics, HouseShow uses a two-of-three principle among the artist, host and HouseShow. Two of the three parties must agree to the shared refund/cancellation decision.

Artist Merchandise

Artist merchandise is controlled by the artist under the artist merchandise policy. The artist determines refunds for the artist's merchandise; the host does not participate in that decision.

HouseShow Merchandise

HouseShow-branded merchandise is controlled by HouseShow. HouseShow determines refunds or replacements for HouseShow merchandise.

Why the distinction matters

The two-of-three approach is for shared event economics. It is not a universal vote over every transaction that happens around a HouseShow.

The Day-of Run of Show

A flexible template - adjust to your artist, home and start time.

Timing	Host focus
T - 3:00	Final home walk-through; paths, restroom, seating, food/beverage station, emergency items.
T - 2:00	Artist arrival/load-in. Welcome, orientation, water, prep area.
T - 1:30	Sound check and performance-area adjustments.
T - 1:00	Finish food/beverage setup; confirm guest list/check-in tools.
T - 0:30	Host/team briefing. Shift from setup mode to hospitality mode.
Doors	Welcome guests; guide parking/entry; refreshments and introductions.
Show start	Brief host welcome and artist introduction.
Performance	Protect listening environment; discreetly manage late arrivals/issues.
After final song	Thank artist and guests; invite natural conversation/artist merch.
+ 45-60 min	Begin gentle close; ensure artist load-out and guests depart safely.
After close	Secure home, clean high-traffic areas, document issues while fresh.

Do not over-script the evening.

The schedule creates confidence. Hospitality creates the experience.

If Something Goes Wrong

Calm, care and documentation first.

Situation	Immediate response
Medical issue	Call emergency services when appropriate. Provide clear access and do not exceed your training.
Fire/smoke/gas concern	Evacuate as appropriate and contact emergency services. Do not prioritize the show over safety.
Guest conflict	De-escalate when safe. Ask the person to leave if necessary. Contact authorities if there is a threat or safety concern.
Property damage	Make the area safe, photograph/document damage and preserve relevant information for insurance/claims.
Sound or neighbor complaint	Respond respectfully, reduce/stop amplification if needed and comply with local requirements.
Weather issue	Move indoors if appropriate or pause/cancel when conditions are unsafe. Do not improvise around lightning, extreme heat or other hazards.
Artist no-show / major delay	Contact artist and HouseShow support; communicate clearly with guests and follow the applicable cancellation/refund process.

Document After the Situation Is Stable

- What happened and approximate time.
- Who was involved and any witnesses.
- Photos when relevant and appropriate.
- Emergency/authority/insurance contacts made.
- Any guest communications sent.

After the Show

The evening ends. The relationship should not.

Within 24 Hours

- ☐ Thank the artist.
- ☐ Thank guests through the appropriate HouseShow communication channel.
- ☐ Review food/beverage orders and any outstanding operational notes.
- ☐ Record damage, safety, guest or neighbor issues if any occurred.
- ☐ Save approved photos/video and note standout moments.

Host Debrief

Ask yourself four questions:

- What made the artist experience better?
- What made hosting easier or harder than expected?
- What did guests respond to most positively?
- What would strengthen the community next time?

Prepare for the Next HouseShow

Repeat hosting should get easier. Keep a simple record of seating layout, beverage quantities, favorite menu items, timing, parking notes and anything you would change. Your own hosting playbook will become more valuable with every show.

Host Confidence Checklist - One Week Before

- ☐ Artist, date and start time reconfirmed.
- ☐ Show listing details accurate.
- ☐ Capacity matches the space comfortably.
- ☐ Insurance reviewed; any additional coverage arranged if desired/needed.
- ☐ HOA/lease/local requirements reviewed if applicable.
- ☐ Parking/arrival instructions ready.
- ☐ House rules finalized.
- ☐ Performance area chosen and hazards removed.
- ☐ Seating plan ready.
- ☐ Artist load-in/parking plan ready.
- ☐ Food/non-alcoholic beverage menu and quantities planned.
- ☐ Optional artist lodging arrangement confirmed separately.
- ☐ Weather backup considered for outdoor shows.
- ☐ Neighbor communication considered.

48 Hours Before

- ☐ Guest count reviewed.
- ☐ Artist arrival time confirmed.
- ☐ Food purchased/ordered; non-alcoholic beverages chilled or ready to chill.
- ☐ Restroom supplies stocked.
- ☐ First-aid kit and fire extinguisher accessible.
- ☐ Outdoor/entry lighting checked.
- ☐ Charging cables/phone/power banks ready.
- ☐ Cleanup supplies ready.

Host Confidence Checklist - Day Of

- ☐ Home and entrance clean and easy to navigate.
- ☐ Walkways/exits clear.
- ☐ Performance area ready.
- ☐ Seating placed.
- ☐ Artist prep/private area ready.
- ☐ Food and beverage station set away from quiet performance zone.
- ☐ Water available for artist and guests.
- ☐ Guest list/check-in ready.
- ☐ Artist welcomed and sound check complete.
- ☐ Household members/helpers know their roles.
- ☐ Emergency address/contact information accessible.
- ☐ Phones silenced / late-arrival plan understood.
- ☐ Host welcome ready - brief and sincere.

Before You Open the Door

Five-second reset

Is the artist supported? Is the home ready? Will the guest feel welcome? Are the neighbors/community respected? If yes, you are ready.

After the Last Guest Leaves

- ☐ Artist has what they need for load-out/departure or lodging.
- ☐ Home secured.
- ☐ Food safely stored/discarded.
- ☐ Any incident documented.
- ☐ Key takeaways written down before you forget them.

Quick Reference

The one-page host standard.

THE HOUSESHOW PROMISE

Does this help the artist? Does it improve the host experience? Does it create a better experience for the guest? Does it strengthen the community?

Ten Things to Remember

- Welcome with warmth.
- Honor the artist.
- Respect the home.
- Communicate clearly.
- Keep the performance central.
- Serve food and non-alcoholic beverages thoughtfully.
- Know your insurance and safety responsibilities.
- Respect neighbors and local requirements.
- Create space for connection after the music.
- End with gratitude.

Sample House Rules

Customize these for your property. The current HouseShow onboarding allows hosts to enter house rules that are shown to guests after ticket purchase.

Example

- No smoking inside.
- Please follow posted parking instructions and do not block driveways.
- HouseShow is a non-alcoholic experience; please do not bring outside alcohol.
- Please respect private/off-limits areas of the home.
- Silence phones during the performance.
- Please respect our neighbors and depart quietly at the end of the evening.

Current Platform Touchpoints for Hosts

Version 1.0 reflects the HouseShow platform as of August 2026.

- Hosts complete onboarding, including house information, hospitality options, payout setup and an insurance acknowledgement.
- The platform supports customizable house rules that can be shown to ticket purchasers.
- A show listing captures city/state, capacity, image, private address information, parking/guest notes, ticket pricing and optional food/non-alcoholic beverage menus.
- The platform supports optional artist-accommodation details.
- The host dashboard includes host earnings and guest-list tools.
- The platform uses identity-verification workflows before certain host/artist actions.

Privacy standard

A host address should be handled as private event information and shared only as necessary with confirmed ticket purchasers and relevant participants.

Resource Notes & Disclaimer

This Host Guide combines HouseShow brand standards, current platform functionality, HouseShow business/policy decisions for the Labor Day 2026 launch, and selected public insurance resources. It is an operational guide, not a substitute for legal, tax, health, insurance or regulatory advice.

Insurance Resources Reviewed

- The Event Helper - <https://www.theeventhelper.com/>
- Markel Event Insurance - <https://www.markel.com/us/personal-insurance/event>
- Eventsured - <https://www.eventsured.com/event-insurance/>
- GatherGuard - <https://gatherguard.com/>

Version Control

Version	1.0
Release	August 2026
Primary use	Palm Springs launch and first-generation HouseShow hosts
Next review	After initial launch feedback and first operating cycle

HouseShow.co