



# ARTIST EXPERIENCE GUIDE

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VERSION 1.0

*A practical guide for performing, connecting and thriving through HouseShow*

## 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?

For verified and prospective HouseShow artists • Labor Day 2026 Launch Edition

## WELCOME

# Welcome to HouseShow

An intimate room changes the relationship between artist and audience. HouseShow is built to make that relationship closer, fairer and more memorable.

HouseShow is a marketplace platform where verified artists and verified hosts choose to work together. HouseShow does not centrally cast a fixed concert series. A host may invite an artist whose sound fits the space, and the artist decides whether the opportunity is right for them.

This guide explains what you can expect before, during and after a HouseShow - from your profile and host conversations to performance preparation, merchandise, lodging, guest connection and post-show follow-up.

## ARTISTS FIRST

Artists are the heart of every HouseShow. Our job is to create the conditions for you to perform at your best, build genuine relationships with listeners, and share fairly in the economics of the evening.

## 01 · THE MODEL

# How HouseShow Works

| STEP                              | WHAT IT MEANS                                                                                                                                  |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Build your artist profile      | Share your music, genre, location, story and links so verified hosts can understand who you are and what you sound like.                       |
| 2. Complete verification          | Follow the in-platform verification steps required for artist participation and payouts.                                                       |
| 3. Connect with hosts             | Hosts browse verified artists and reach out when your music fits their room, community and date.                                               |
| 4. Agree on the HouseShow         | Artist and host confirm date, timing, capacity, performance format, lodging if relevant, and other practical details.                          |
| 5. Guests buy a specific show     | Every ticket is for the specific HouseShow selected by the guest. A city may have many HouseShows operating independently on the same weekend. |
| 6. Perform, connect and follow up | Deliver the performance, meet the people who came to hear you, and build relationships that can lead to future shows.                          |

## THE MARKETPLACE PRINCIPLE

HouseShow creates the platform and standards. Artists and hosts create the individual HouseShows. The number of shows can grow naturally with verified supply and demand.

## 02 · YOUR ECONOMICS

# Fair Economics, Clearly Defined

| REVENUE                                        | CURRENT MODEL                                                               |
|------------------------------------------------|-----------------------------------------------------------------------------|
| Ticket sales                                   | 70% Artist · 18% Host · 12% HouseShow                                       |
| Artist merch sold onsite                       | 100% Artist                                                                 |
| Artist merch sold through the platform/offsite | 95% Artist · 5% HouseShow to cover transaction/platform costs               |
| HouseShow branded merchandise                  | 100% HouseShow                                                              |
| Optional tips                                  | Follow the current terms displayed in the platform at the time of purchase. |

Your performance compensation is connected directly to ticket sales for the HouseShow you play. The host also participates economically because the host is opening and preparing the space. HouseShow retains its platform share to operate, support and grow the marketplace.

## MERCHANDISE MATTERS

Bring your records, apparel, posters, signed items or other appropriate merchandise if you want to sell onsite. Onsite artist merchandise revenue belongs to you.

## 03 • YOUR PROFILE

# Make the Right Host Want to Contact You

- Use a current artist name and a clear, professional profile image.
- Choose a genre description that helps a host understand the listening experience you create.
- Link to music that represents what you actually plan to perform in an intimate setting.
- Write a concise biography in your own voice. Give hosts a reason to care about the person behind the music.
- Keep your home location and travel expectations current.
- Be clear about whether your performance is solo, duo, trio or another configuration.
- Update links, photos, availability and contact information whenever something changes.

## WRITE FOR ONE HOST

Your profile does not need to impress everyone. It needs to help the right host imagine your music in their space.

## 04 • MATCHING WITH A HOST

# The Conversation Before the Confirmation

A good HouseShow match is about more than an open date. The room, audience, sound, schedule and expectations should make sense for both sides.

## Confirm before saying yes

- ☐ Date, arrival time and expected performance start time.
- ☐ Approximate guest capacity and room layout.
- ☐ Indoor or outdoor setting and weather contingency if applicable.
- ☐ Your performance format, number of musicians and technical footprint.
- ☐ Sound equipment: what you bring and what the host provides.
- ☐ Load-in, parking and equipment access.
- ☐ Performance duration, breaks and any local quiet-hour considerations.
- ☐ Lodging arrangement, if any.
- ☐ Food, water or other hospitality needs.
- ☐ Merchandise space and whether you plan to sell onsite.

## 05 • INTIMATE PERFORMANCE

# Perform for the Room You Are Actually In

A HouseShow is deliberately close. Guests can see you, hear the stories between the songs and feel the energy of the room. That intimacy is an advantage when you use it intentionally.

- Plan a set that works in a smaller room rather than reproducing a large-venue show at lower volume.
- Use storytelling selectively. A short story can make a song land differently when listeners are only a few feet away.
- Respect the agreed start, break and end times.
- Avoid unnecessary volume. Protect the listening experience, the home and the neighborhood.
- Make eye contact and acknowledge the people who chose to spend the evening with you.
- Leave enough room for the host to welcome guests and close the evening gracefully.

Your audience is not background noise. They bought a ticket to hear you. Treat their attention as something valuable.

## 06 • ARRIVAL &amp; SOUND

# A Calm Start Creates a Better Show

## Artist arrival checklist

- ☐ Arrive at the agreed time - early enough to set up without creating pressure for the host.
- ☐ Introduce every member of your party to the host.
- ☐ Confirm where equipment can be staged and where cases should be stored.
- ☐ Complete sound check before guest arrival whenever possible.
- ☐ Keep walkways, exits and guest areas clear of cases and cables.
- ☐ Confirm water, restroom access and any private preparation area.
- ☐ Review the final run of show with the host.
- ☐ Know who to contact if a practical problem arises during the evening.

### HOUSESHOW STANDARD

Arrive prepared enough that the host never has to wonder whether the performance is under control.

## 07 • ARTIST HOSPITALITY

# What You May Expect from a Thoughtful Host

| AREA              | HOUSESHOW EXPECTATION                                                                                    |
|-------------------|----------------------------------------------------------------------------------------------------------|
| Welcome           | A clear point of contact and an informed arrival.                                                        |
| Preparation       | A performance area that is reasonably ready before you arrive.                                           |
| Basic hospitality | Water and access to appropriate facilities; other refreshments may be arranged between you and the host. |
| Respect           | A calm, professional environment in which you are treated as a creative partner.                         |
| Communication     | Advance notice of material changes affecting timing, capacity, setup or guest experience.                |
| Connection        | A host who helps frame the evening and gives you room to meet the audience after the show.               |

Every home is different. HouseShow standards are about care and clarity, not luxury.

## 08 • LODGING

# Artist Lodging Is Flexible by Design

When travel makes lodging useful, a host and artist may create an arrangement that works for both sides. The platform allows flexibility rather than forcing one model.

| OPTION               | HOW IT WORKS                                                                           |
|----------------------|----------------------------------------------------------------------------------------|
| Complimentary        | The host may offer an available guest room or other agreed accommodation at no charge. |
| Paid                 | The artist may agree to pay the host an agreed amount for lodging.                     |
| Privately negotiated | The artist and host may agree on another arrangement that works for both parties.      |
| No lodging           | The artist may make independent hotel, rental or other accommodations.                 |

## MAKE IT EXPLICIT

Whatever the arrangement, confirm it before travel. Discuss arrival/departure, privacy, access, parking, household expectations and any payment clearly between artist and host.

## 09 • MERCHANDISE

## Turn Interest into a Lasting Artist Relationship

In an intimate room, merchandise is not just a retail table. It can be the continuation of a conversation between an artist and a new supporter.

- Tell the host in advance if you plan to bring merchandise and how much space you need.
- Keep the display compact, attractive and easy to browse.
- Price items clearly.
- Bring a practical way to accept payment if you are handling onsite sales directly.
- Onsite artist merchandise belongs 100% to the artist.
- Artist merchandise sold through the HouseShow platform/offsite follows the 95% artist / 5% HouseShow model.
- You control refund decisions for your artist merchandise; the two-of-three event refund principle does not govern your merchandise.

### A GOOD MERCH MOMENT

A signed record or shirt purchased after a personal performance can become a physical reminder of the evening.

## 10 • FOOD, BEVERAGE &amp; ALCOHOL

# Know the HouseShow Position

HouseShow is designed and promoted as a non-alcoholic live performance experience. HouseShow does not sell, facilitate or promote alcoholic beverages as part of the HouseShow offering. This position helps reduce avoidable safety, liability and insurance complexity for artists, hosts, guests and the platform.

Hosts may sell food and non-alcoholic beverages through the HouseShow model. Those sales are currently split 88% to the host and 12% to HouseShow.

- Expect water to be available.
- If the host offers paid food or non-alcoholic beverage add-ons, guests may purchase those through the applicable show flow.
- Do not make alcohol part of your performance rider or HouseShow promotion.
- If you have dietary or allergy needs, communicate them directly and early.

## 11 • THE GUEST RELATIONSHIP

## After the Last Song

The performance is the centerpiece. The conversation afterward is often where a HouseShow becomes memorable.

- Be available for a reasonable period after the set if your schedule allows.
- Thank the host and the people who attended.
- Answer questions about your music without turning every conversation into a sales pitch.
- Invite guests to follow your official channels if appropriate.
- Treat guest photographs and personal interactions with respect.
- Remember that a first-time listener can become a repeat supporter, future host, referral source or lifelong fan.

### MORE THAN APPLAUSE

A HouseShow can create listeners who feel personally connected to your work. Protect that trust.

## 12 • PROMOTION

## Help the Right People Find the Show

- Share the official HouseShow event link rather than creating a competing checkout path.
- Use the correct artist, host and HouseShow names in promotion.
- Do not publish a private residential address unless HouseShow and the host explicitly authorize it.
- Encourage fans to buy tickets early because capacities are intentionally limited.
- Use authentic rehearsal clips, short artist stories and behind-the-song moments that fit the intimate format.
- Coordinate with the host before posting recognizable exterior or interior details of a private home.

A guest purchases a ticket to one specific HouseShow. If you are playing multiple HouseShows, promote each event accurately and separately.

## 13 · CHANGES, CANCELLATIONS &amp; REFUNDS

## Shared Decisions for Shared Event Economics

When a discretionary refund or cancellation decision affects shared ticket or food/non-alcoholic beverage economics, HouseShow uses the two-of-three principle: artist, host and HouseShow are the three participating decision parties, and two must agree where the policy calls for a discretionary decision.

| TRANSACTION                                   | DECISION MODEL                                                                                     |
|-----------------------------------------------|----------------------------------------------------------------------------------------------------|
| Tickets                                       | Two-of-three shared decision principle for qualifying discretionary refund/cancellation decisions. |
| Food/non-alcoholic beverage tied to the event | Two-of-three principle where the shared event transaction is being adjusted.                       |
| Artist merchandise                            | Artist controls the merchandise refund decision.                                                   |
| HouseShow merchandise                         | HouseShow controls the merchandise refund decision.                                                |

Some situations may be automatically handled by the platform under published terms. This guide summarizes the operating principle and does not replace the applicable Terms or transaction-specific policy.

## 14 • SAFETY &amp; PROFESSIONAL CONDUCT

## Protect the Experience

- Respect host house rules and private areas of the home.
- Keep exits, walkways and equipment areas safe and clear.
- Use reasonable sound levels and follow agreed local timing constraints.
- Do not bring unapproved additional crew, guests or equipment that materially changes the plan.
- Report significant safety, harassment, property or guest issues to the host and HouseShow promptly.
- Do not share a private host address publicly.
- Treat every person in the home with professional respect.

### TRUST IS THE ASSET

Private-space performance depends on trust. Artist professionalism protects your own reputation and the future of the entire marketplace.

## 15 • DAY-OF RUN OF SHOW

# A Simple Artist Timeline

| MOMENT         | ARTIST FOCUS                                                                                     |
|----------------|--------------------------------------------------------------------------------------------------|
| Arrival window | Arrive at the time agreed with the host; unload and park without obstructing guest access.       |
| Setup          | Place equipment, secure cables and keep the room visually clean.                                 |
| Sound check    | Finish before guest arrival whenever possible.                                                   |
| Host briefing  | Confirm welcome, introduction, performance timing, breaks and closing.                           |
| Guest arrival  | Protect the room atmosphere; avoid disruptive last-minute setup.                                 |
| Performance    | Deliver the agreed set with appropriate volume and timing.                                       |
| Post-show      | Meet guests, sell merch if desired, thank the host and complete load-out respectfully.           |
| Departure      | Leave the space in the condition agreed and confirm any remaining practical items with the host. |

## 16 • ARTIST CONFIDENCE CHECKLIST

# Before Every HouseShow

## Seven days before

- ☐ Date, time, host and location details reconfirmed.
- ☐ Travel and lodging confirmed.
- ☐ Performance format and equipment confirmed.
- ☐ Official event link shared with your audience.
- ☐ Merchandise plan confirmed if applicable.

## Day before

- ☐ Instrument, cables, stands and essential equipment packed.
- ☐ Backup essentials packed where practical.
- ☐ Host arrival instructions saved.
- ☐ Set list and timing reviewed.
- ☐ Travel timing checked.

## Before leaving the HouseShow

- ☐ Host thanked.
- ☐ Guest conversations handled respectfully.
- ☐ Artist merch/payment materials collected.
- ☐ Equipment and personal items accounted for.
- ☐ Space left clean and safe.
- ☐ Any follow-up issue reported promptly.

## 17 · FREQUENTLY ASKED QUESTIONS

# Artist FAQ

## Does HouseShow choose which artists play?

HouseShow operates a marketplace. Verified hosts and artists decide whether they want to work together. HouseShow sets platform standards and provides the infrastructure; it is not a centrally cast fixed concert series.

## How much of ticket revenue does the artist receive?

The current model allocates 70% of ticket revenue to the artist, 18% to the host and 12% to HouseShow.

## Can I sell merchandise?

Yes. Onsite artist merchandise is 100% artist. Artist merchandise sold through the platform/offsite is currently 95% artist and 5% HouseShow.

## Can I stay with the host?

Possibly. Lodging may be complimentary, paid or privately negotiated. Confirm the exact arrangement with the host before travel.

## Is alcohol part of HouseShow?

No. HouseShow is designed and promoted as a non-alcoholic live performance experience.

## Who handles merchandise refunds?

You control refund decisions for your own artist merchandise. HouseShow controls HouseShow-branded merchandise refunds.

## What if the event needs to be cancelled?

Follow the current platform process and Terms. Shared discretionary ticket and event food/non-alcoholic beverage decisions use the applicable two-of-three principle.

## Can there be several HouseShows in one city on the same night?

Yes. Each HouseShow is independently created by a verified artist/host match, and guests purchase tickets to the specific show they choose.

## CLOSING

# Your Music. Their Room. A Shared Experience.

A HouseShow asks something different of an artist: not a smaller version of a large concert, but a more personal version of live performance. The room is closer. The listening is deeper. The conversations matter.

Bring the music you believe in. Arrive prepared. Treat the host and guests with care. Let the room hear the person behind the songs.

*More than a performance. A shared experience.*

HOUSESHOW.CO