



THE HOUSESHOW BOOK

More than a performance. A shared experience.

PALM SPRINGS FIRST. EVERYWHERE NEXT.

LAUNCH EDITION • VERSION 1.7 • AUGUST 2026

WE BELIEVE

**The world's best performances aren't
always on the biggest stages.**

Sometimes they happen in the places where people feel
most at home.

Intimate performances. Unique private spaces.

HouseShow brings artists, hosts, guests and communities together through live music and intentional hospitality.

A PERSONAL WELCOME

Welcome to HouseShow

Thank you for taking the time to learn about what we're building.

HouseShow was born from a simple belief: the most memorable live performances are not always the ones with the biggest stages, the brightest lights or the largest crowds. Often, they are the ones where people feel genuinely connected.

Throughout my career in hospitality, I learned that exceptional experiences rarely happen by accident. They are created intentionally - through thoughtful details, genuine care and a commitment to making every person feel welcome.

That philosophy became the foundation of HouseShow. We are creating opportunities for artists, hosts, guests and communities to come together in ways that are personal, authentic and memorable.

I look forward to welcoming you to a HouseShow soon.

Warmly,



Bruce Brainerd
Founder, HouseShow



What HouseShow Is

A marketplace for intimate live music experiences.

HouseShow is not a centrally produced concert series. It is a hospitality-driven marketplace where verified artists and verified hosts create independent HouseShows for guests to discover and book one show at a time.

The number of HouseShows is shaped by the community itself. Three artist-host matches can create three shows. Twenty-five qualified matches can create twenty-five. Each show has its own artist, host, date, capacity, pricing and guest list.

Artists

Create profiles, complete verification and connect with hosts.

Hosts

Open approved spaces, set show details and create the welcome.

Guests

Choose a specific HouseShow and purchase admission to that show.

Why HouseShow Exists

Music has always brought people together.

HouseShow was created to make those moments more personal, more meaningful and more memorable - while building a model that creates value for the artist, the host, the guest and the community.

Artists First

The majority of ticket revenue belongs to the artist, with direct audience connection and creator-controlled onsite merchandise.

Intimacy Over Scale

The experience is built for living rooms, courtyards, backyards and distinctive private or unique spaces.

Community as Foundation

We grow city by city and relationship by relationship, with a launch giveback that supports local creative communities.

The platform handles the transaction. The experience remains human.

The HouseShow Philosophy

**Connection is the product.
Music is the catalyst.
Hospitality is how we
deliver it.
Community is what
remains.**

Our Purpose

Create unforgettable live performance experiences that bring artists, hosts, guests and communities together through intentional hospitality.

Our Position

Setting the standard for intimate live performance experiences.

Brand Promise

More than a performance. A shared experience.

04

The HouseShow Promise

Before making an important decision, we ask four questions.

01

**Does this help
the artist?**

02

**Does it
improve the
host
experience?**

03

**Does it create
a better
experience for
the guest?**

04

**Does it
strengthen the
community?**

If the answer is no, we pause, improve and try again.

The Promise is public by design: a standard HouseShow is willing to be measured against.

How HouseShow Works



Artist joins

Profile + verification



Host joins

Space + verification



Match creates show

Date, price, capacity



Guest chooses

Ticket to a specific show



HouseShow happens

Music + hospitality



Community grows

Repeat + referral

There is no fixed number of launch shows. Inventory is dynamic and grows when verified artists and hosts create HouseShows.



06

Why Home Matters

A room already holds meaning.

It is where friends gather, families celebrate, stories are shared and life happens. HouseShow adds live music to spaces that already feel personal - turning a familiar place into an unforgettable stage.

*A living room can become a concert hall.
A backyard can become a stage.
Neighbors can become friends.*

The Artist Experience

Every person in the room came to listen.

Fair Economics

70% of ticket revenue. 100% of artist merchandise sold onsite. 95% of artist merchandise sold through the platform/offsite.

Full Attention

An intimate, listening-first atmosphere designed around the music and the stories behind it.

Real Connection

Guests can meet the artist, hear the story, support merchandise and become genuine fans.

Artist-Controlled Merch

Artists control refunds for their own merchandise and retain their stated merchandise share.

Flexible Lodging

Host lodging may be complimentary, paid or privately negotiated directly between host and artist.

Respect by Design

Clear timing, host coordination and practical standards are intended to reduce friction before the first note.

The Host Experience

Open your home. Change someone's night.

Hosts are not venue operators. They are the heart of the welcome. HouseShow supports verified hosts with clear expectations, practical preparation and standards that protect the experience without taking away its personality.

Host Earnings

18% of ticket revenue. 88% of approved host food and non-alcoholic beverage sales.

Refund Ownership

Tickets and host food/beverage use the two-of-three principle. Artist merch is artist-controlled; HouseShow merch is HouseShow-controlled.

A great host makes arrival feel easy; the room feel warm, and every guest feel that they belong.



The Guest Experience

Closer to the music. Closer to one another.

01

ARRIVE

A warm, personal welcome.

02

DISCOVER

A distinctive space and an artist worth hearing.

03

LISTEN

An intimate performance with fewer traditional-venue distractions.

04

CONNECT

Conversation with the artist, host and other guests.

05

REMEMBER

An evening that becomes part of your story.

Guests do not buy access to a generic weekend. They choose the specific HouseShow they want to attend.

Shared Success, Transparent Economics

Ticket revenue



Host Food & Non-Alcoholic Beverages

88% Host / 12% HouseShow. Hosts choose whether to offer approved food and non-alcoholic beverages through their show.

Artist Merchandise

100% Artist onsite. 95% Artist / 5% HouseShow when sold through the platform or offsite to cover transaction-related costs.

HouseShow Merchandise

Official HouseShow-branded merchandise is 100% HouseShow. Merchandise refunds are controlled by the merchandise owner.

Shared Refund Decisions

Discretionary ticket and host food/beverage refunds use the two-of-three principle among Artist, Host and HouseShow.

Intentional Hospitality

Exceptional experiences rarely happen by accident.

They are created through a thousand small choices: how guests are greeted, how the artist is introduced, how the room is arranged, how questions are answered and how the evening is allowed to linger after the final song.

- Every guest should feel welcomed.
- Every artist should feel appreciated.
- Every host should feel supported.
- Every community should feel strengthened.
- Every HouseShow should leave people looking forward to the next one.

Trust, Safety & Thoughtful Risk Management

A Non-Alcoholic Experience

HouseShow experiences are designed and promoted as non-alcoholic. Alcohol is not part of the HouseShow offering, keeping the platform centered on music, hospitality and connection.

Host Insurance Awareness

Hosts are encouraged to review homeowner, renter or applicable coverage and consider event or umbrella protection with their own insurance professional.

Insurance Resources

Match the Host Guide resource sheet: The Event Helper, Market Event Insurance, Eventsured and GatherGuard. HouseShow does not endorse a single provider.

Respect for the Home

Capacity, parking, access, house rules, neighbors and reasonable ending times are part of responsible hosting.

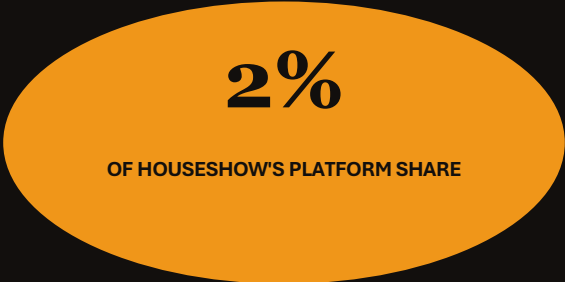
The goal is not to remove every risk. The goal is thoughtful preparation, clearer expectations and responsible choices.

Community as Foundation

Every city launch should leave something behind.

For the Palm Springs launch, HouseShow will contribute 2% from HouseShow's 12% platform share to a local music-, artist- or community-focused cause. Artists and hosts may choose to contribute voluntarily as well.

The commitment is designed to make the fourth question in The HouseShow Promise tangible: Does it strengthen the community?



2%

OF HOUSESHOW'S PLATFORM SHARE

The Ripple Effect

One HouseShow can travel far beyond one room.



The HouseShow Standard

When someone says, “That was a HouseShow,” they should know what it means.

- 01 An exceptional artist
- 02 A welcoming host
- 03 Thoughtful details
- 04 A listening-first atmosphere
- 05 Genuine hospitality
- 06 New connections
- 07 Lasting memories

Standards do not make every HouseShow look the same. They make thoughtful hospitality repeatable.

HOW WE MEASURE SUCCESS

**We don't measure success by the number
of performances we create.**

**We measure success by the connections
and memories they create.**

QUALITY OVER VOLUME. MEANING OVER METRICS. PEOPLE OVER TRANSACTIONS.

PALM SPRINGS FIRST.

A city shaped by architecture, creativity, hospitality and the art of gathering.

LABOR DAY WEEKEND 2026

SEPTEMBER 4-7 • MARKETPLACE LAUNCH

The first chapter is not one concert. It is a community beginning to create its own HouseShows.

Everywhere Next

Growth is not simply adding cities. It is earning trust in each one.

HouseShow will expand deliberately - building local relationships, honoring the character of each community and protecting the quality of the experience as the marketplace grows.

The model scales because HouseShow does not have to centrally produce every performance. The platform creates the trusted framework; artists and hosts create the individual HouseShows.

*One community at a time.
One artist-host match at a time.
One meaningful HouseShow at a time.*

Our Invitation

**Join us as an artist.
Open your doors as a host.
Experience a HouseShow as a guest.
Stand beside us as a partner.
Support the local creative
community.**

Or simply believe, as we do, that the best performances are not always found on the biggest stages.



HouseShow.co

*More than a
performance.
A shared experience.*



We don't measure success by the number of performances we create.

We measure success by the connections and memories they create.

PALM SPRINGS FIRST. EVERYWHERE NEXT.