

ROLE GUIDE · BOOKING AGENCIES

# Booking agencies

## Align the roster and the year ahead.

21-25 Oct 2026

Amsterdam · 30th edition

Pro Pass €795 + 3.77% fee · almost sold out

1,200+ events · 300+ venues

Programme checked 14 Oct

Summer festival grids are drawn by June; ADE is where agencies and promoters align the rest of the year: renewals, the winter and spring club calendar, new territories and the roster in front of buyers who flew in. This guide gives the week a shape: meetings by neighbourhood, the rooms worth an hour, and holds into offers within seven days.



Colleagues around a meeting table.

Annie Spratt / Unsplash

### Who this is for, and what to leave with

Three agencies go to ADE and they are not there for the same week.

The roster and the year ahead aligned with the promoters who shape it: renewals with dates attached, the winter and spring club calendar, two new territories opened, and every hold turned into an offer within a week of landing home.

| Profile            | What ADE is for, in this case                                                                                    |
|--------------------|------------------------------------------------------------------------------------------------------------------|
| Boutique agency    | Two people, fifteen artists, no Amsterdam office. Here to renew the promoters you have and open two territories. |
| Established roster | Agents with full diaries and a showcase to run. Here to align next year with the promoters who shape it.         |
| Junior agent       | First ADE. Here to learn the rooms, shadow the meetings and answer artists the way the agency does.              |

| Stage                 | Realistic goal for the week                                           | First move                                                                                 |
|-----------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Exploring · first ADE | Understand how buyers and agents actually work the week.              | Sit in Meet the Promoters as a listener; shadow two meetings a day.                        |
| First roster          | Test which rooms and territories fit your first three artists.        | Three promoter meetings with dates and a fee position; one practitioner session.           |
| Building momentum     | Turn roster momentum into next year's dates and two new territories.  | Renewals, expansions, new names: a concrete ask for each; holds into offers within a week. |
| Established           | Align the year with the promoters who shape it; decide the shortlist. | Meetings reserved before panels and nights; a junior sent to the rooms you skip.           |

## Numbers that shape the week

|                                                                                                                                                                                       |                                                                                                                                                                                   |                                                                                                                                                                     |                                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Summer grids close</p> <p><b>May–June</b></p> <p>Agents report festival bookings now land in May or June, not after ADE. Use the week for spring, autumn and next-next summer.</p> | <p>Meet the Agents</p> <p><b>Wed 13:15</b></p> <p>Rosewood Courtyard · eleven agents listed, from WME and Bullitt to Anna Agency · no sign-up; you are the one being pitched.</p> | <p>Meetings a day</p> <p><b>4–6</b></p> <p>Thirty-minute slots between 10:30 and 15:30, one neighbourhood; the mixer circuit runs from 17:00 until after 01:00.</p> | <p>Pro Pass</p> <p><b>€795 + fee</b></p> <p>Late rate, almost sold out; company discounts on request. Badge pickup opens Tuesday 20, 14:00–20:00, Felix Meritis; personal, bring ID.</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Before ADE

The cycle repeats every year within a week or two. Reading this the week before? Start at "One week out" and diary the spring items for 2027.

|                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------|
| Spring · six months out                                                                                           |
| <input type="checkbox"/> Lock roster showcases with labels and promoters now; lineups are announced from June.    |
| <input type="checkbox"/> Choose the three artists you are pushing this year; each needs a set in front of buyers. |
| <input type="checkbox"/> Block hotel rooms for the team; the canal ring goes by summer. <a href="#">link ↗</a>    |
| Summer · three months out                                                                                         |

☐ Promoter list in three columns: renewals, expansions into new territories, new names from the database.

☐ Attach a concrete ask to each name: dates, avails, a fee position, a proposed act.

☐ Buy the team's Pro Passes before the late rate; ask ADE for a company discount. [link ↗](#)

#### Late summer · database opens

☐ Request meetings four to six weeks out; the people you want have full diaries. [link ↗](#)

☐ Book a door that closes: a hotel meeting room from ADE's list, or the Andaz spaces. [link ↗](#)

☐ Write the inbound policy for artists so juniors answer consistently: one link, November, no promises.

#### One week out

☐ Diary Wednesday: Promoters 11:00, Agents 13:15, Behind the Booking 14:15 at the Promoter Hub. [link ↗](#)

☐ Print the roster one-sheet with a QR; avails and fee positions on the phone, offline.

☐ Badge pickup opens Tuesday 20 at 14:00, Felix Meritis; personal, bring ID. [link ↗](#)

#### Bring

Roster one-sheet with QR

Avails and routing windows

Fee position per artist

Recent live results

Three artists to push

Inbound policy for juniors

# The week, day by day

Thirteen sessions checked on the official programme on 14 October, including two new 2026 panels at the Promoter Hub. Times and rooms still move: check the listing the morning you go.

| Wed 21                                                                                                                                                                                                                                                                                                                                         | Thu 22                                                                                                                                                                                                                                                                                                                                                                                                                                    | Fri 23                                                                                                                                                                                                                                                                                                                                                                                         | Sat 24                                                                                                                                                                                                                                                                              | Sun 25                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| Pro · Lab · opening                                                                                                                                                                                                                                                                                                                            | Pro · Lab · RE:UNION                                                                                                                                                                                                                                                                                                                                                                                                                      | Pro · Lab · ADE Green                                                                                                                                                                                                                                                                                                                                                                          | Pro · Culture Hub                                                                                                                                                                                                                                                                   | Festival only                                      |
| <div>11:00-12:30<br/>Meet The Event Organisers &amp; Promoters<br/>Rosewood · Courtyard/Atrium</div> <div>13:15-14:45<br/>Meet The Agents<br/>Rosewood · Courtyard/Atrium</div> <div>14:15-15:00<br/>Behind the Booking: what artists, managers and promoters really want<br/>TicketSwap Global Promoter Hub · RIVVIA, Keizersgracht 264</div> | <div>11:15-12:00<br/>Beyond the Numbers: 5 trends reshaping the industry today<br/>TicketSwap Global Promoter Hub · RIVVIA, Keizersgracht 264</div> <div>14:30 → early evening<br/>RE:UNION · ADE 2026<br/>Q-Factory · free with QR pass</div> <div>15:30-16:15<br/>The Shrinking Gatekeep: a conversation between artists<br/>Felix Meritis · Shaffyzaal</div> <div>16:45-17:45<br/>30 Years of ADE<br/>Felix Meritis · Shaffyzaal</div> | <div>12:15-13:45<br/>Meet The Managers<br/>Rosewood · Courtyard/Atrium</div> <div>13:30-14:15<br/>Creating the Next Generation of Club Promoters (AFEM)<br/>Felix Meritis · Husly Lounge</div> <div>15:00-16:00<br/>Masterclass   Your Unique Climate Impact<br/>Felix Meritis · Koepelzaal</div> <div>16:15-17:00<br/>Building an independent career with Mau P<br/>Rosewood · Ballroom</div> | <div>13:15-14:00<br/>A Deep Dive into MENA's Thriving Live Music Scene<br/>Felix Meritis · Koepelzaal</div> <div>13:30-14:15<br/>The Brazil Boom<br/>Felix Meritis · Zuilenzaal</div> <div>14:30-16:00<br/>Meet the focus-region professionals<br/>Felix Meritis · Shaffyzaal</div> | <div>Open day: meetings, lobbies, follow-ups</div> |

- Pro Pass session
- Free or guest list
- Programme, screening or installation
- Night or festival ticket
- Time to confirm on the official listing
- RE:UNION

## The shape of each day

Mornings for the meetings you booked; one panel a day at most, chosen for a promoter you want to talk to afterwards. The team splits up and compares notes at breakfast.

| Day    | Morning                                                     | Afternoon                                                      | Evening and night                                       |
|--------|-------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------|
| Wed 21 | Badge; Meet the Promoters 11:00 as a listener; two meetings | Meet the Agents 13:15; Behind the Booking 14:15; Andaz lobby   | Promoter Hub drinks; eat with the team first            |
| Thu 22 | Four 30-minute meetings; Promoter Hub trends 11:15          | RE:UNION, Q-Factory from 14:30; Gatekeep 15:30; 30 Years 16:45 | UTA social or a label mixer; one club chosen for buyers |
| Fri 23 | Meetings; Meet the Managers 12:15                           | Club Promoters 13:30; climate masterclass 15:00; Mau P 16:15   | A smaller label night where a promoter will hear you    |
| Sat 24 | Coffee with the week's best promoters; the holds list       | MENA 13:15 or Brazil Boom 13:30; focus regions 14:30           | Roster sets; no pitching after midnight                 |
| Sun 25 | Team debrief; holds-to-offers list; 48-hour notes           | Travel                                                         | Rest                                                    |

## Sessions worth your time 13 picks

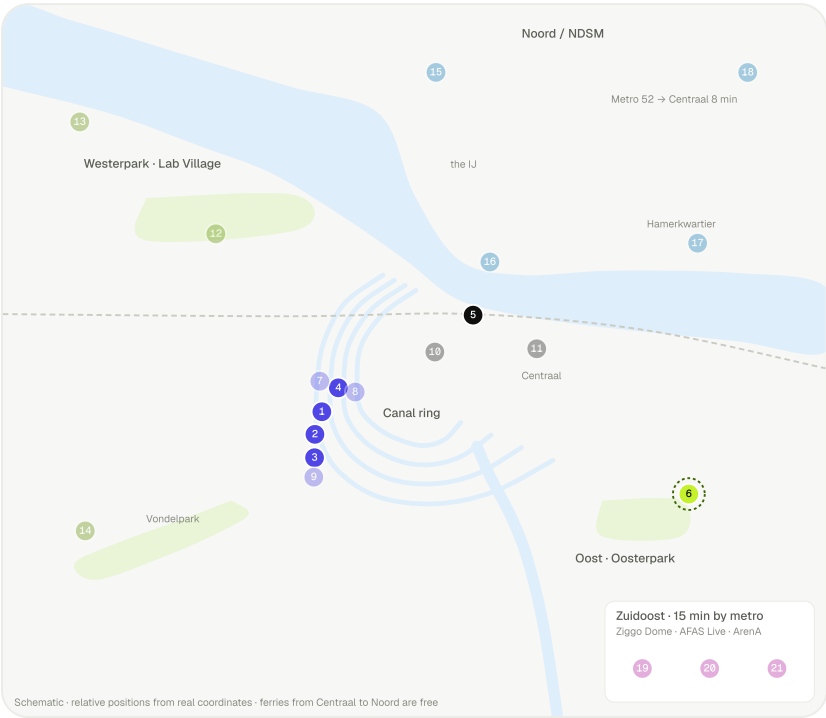
Why each one earns a slot, and what access it needs. A saved pick is not a ticket.

| Day    | Time        | Session                                                                              | Venue                                                      | Why go                                                                                                                                | Access   |
|--------|-------------|--------------------------------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----------|
| Wed 21 | 11:00–12:30 | <a href="#">Meet The Event Organisers &amp; Promoters</a>                            | Rosewood · Courtyard/Atrium                                | The buyer side of your business in one room. Sit in as a listener; note who programmes what.                                          | Pro Pass |
| Wed 21 | 13:15–14:45 | <a href="#">Meet The Agents</a>                                                      | Rosewood · Courtyard/Atrium                                | You are the ones being met: eleven agents listed, a hundred artists pitching. Clear no or clear next step.                            | Pro Pass |
| Wed 21 | 14:15–15:00 | <a href="#">Behind the Booking: what artists, managers and promoters really want</a> | TicketSwap Global Promoter Hub · RIVVIA, Keizersgracht 264 | MDLBEAST's head of talent buying, Encode Talent and NOON Agency on what bookers want beyond fees and avails.                          | Pro Pass |
| Thu 22 | 11:15–12:00 | <a href="#">Beyond the Numbers: 5 trends reshaping the industry today</a>            | TicketSwap Global Promoter Hub · RIVVIA, Keizersgracht 264 | TicketSwap's report from 125+ organisers, with Fourvenues (Spain) and Ancienne Belgique: the cost pressure your promoters will raise. | Pro Pass |
| Thu 22 | 15:30–16:15 | <a href="#">The Shrinking Gatekeep: a conversation between artists</a>               | Felix Meritis · Shaffyzaal                                 | Novah, SPFDJ, LYZZA and HoneyLuv on who gets booked as agencies and festivals consolidate. Time moved from 15:00.                     | Pro Pass |
|        |             |                                                                                      |                                                            |                                                                                                                                       |          |

| Day       | Time            | Session                                                               | Venue                           | Why go                                                                                                                                | Access                   |
|-----------|-----------------|-----------------------------------------------------------------------|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| Thu<br>22 | 16:45–<br>17:45 | <a href="#">30 Years of ADE</a>                                       | Felix Meritis ·<br>Shaffyzaal   | Anna Knaup, Richard Zijlma and Maria Jimenez with Dave Clarke on what thirty editions taught the people who book.                     | <a href="#">Pro Pass</a> |
| Fri<br>23 | 12:15–<br>13:45 | <a href="#">Meet The Managers</a>                                     | Rosewood ·<br>Courtyard/Atrium  | Sixteen managers in one room: they choose their artists' agents. Go to listen and to be found.                                        | <a href="#">Pro Pass</a> |
| Fri<br>23 | 13:30–<br>14:15 | <a href="#">Creating the Next Generation of Club Promoters (AFEM)</a> | Felix Meritis ·<br>Husly Lounge | AFEM's promoter guide: fair booking and artist relationships, with Encode Talent, AVA and the Gashouder's Raaf Verhoef.               | <a href="#">Pro Pass</a> |
| Fri<br>23 | 15:00–<br>16:00 | <a href="#">Masterclass   Your Unique Climate Impact</a>              | Felix Meritis ·<br>Koepelzaal   | ADE Green day; routing is an agency decision. Same Friday: The Road to Low Impact Touring, time on the listing.                       | <a href="#">Pro Pass</a> |
| Fri<br>23 | 16:15–<br>17:00 | <a href="#">Building an independent career with Mau P</a>             | Rosewood ·<br>Ballroom          | Mau P with his manager, Baddest Behaviour and The Pacha Group: how a promoter group reads an independent project.                     | <a href="#">Pro Pass</a> |
| Sat<br>24 | 13:15–<br>14:00 | <a href="#">A Deep Dive into MENA's Thriving Live Music Scene</a>     | Felix Meritis ·<br>Koepelzaal   | WME's Steve Hogan on festivals and touring across Morocco, Lebanon and the Gulf, and which promoters are active. Clashes with Brazil. | <a href="#">Pro Pass</a> |
| Sat<br>24 | 13:30–<br>14:15 | <a href="#">The Brazil Boom</a>                                       | Felix Meritis ·<br>Zuilenzaal   | Tours, labels and artist development in Brazil, with HBMC and Das Musik Agency. Starts fifteen minutes after MENA; pick one.          | <a href="#">Pro Pass</a> |
| Sat<br>24 | 14:30–<br>16:00 | <a href="#">Meet the focus-region professionals</a>                   | Felix Meritis ·<br>Shaffyzaal   | Speed-meeting with professionals from Brazil, MENA and Sub-Saharan Africa; names still being added. Bring one collaboration idea.     | <a href="#">Pro Pass</a> |

# Where things are

The venues in this guide, plus the four zones everyone moves between.



- 1

**Felix Meritis**  
Keizersgracht 324 · ADE Pro conference hub · info
- 2

**Andaz Amsterdam**  
Prinsengracht 587 · Pro venue; the busiest lobby · info
- 3

**Rosewood Amsterdam**  
Prinsengracht 432–436 · Pro venue; "Meet the..." sessions · info
- 4

**RIVVIA · The Empress**  
Keizersgracht 264 · Session venue 2026 · info
- 5

**Amsterdam Centraal**  
Stationsplein · Trains, metro, free ferries to Noord · info
- 6

**Q-Factory**  
Atlantisplein 1, Oost · RE:UNION · Thu 22 Oct · info

Faded pins are the other ADE venues from the guide. Canal-ring venues are a 10-minute walk apart; Westergas is 15–25 minutes from the canals; Q-Factory is 15–20 minutes from the canal ring by tram or metro (Wibautstraat / Weesperplein); Noord by free ferry from Centraal; Zuidoost by metro. A Pro Pass includes GVB transport for five days.

# In the room

Promoters respond to offers, not to "let's catch up". Lead with dates, budgets and avails; ask what they are working on.

| Moment                               | Do this                                                                                                      | Say or ask                                                                                          |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Promoter meeting, Andaz, 10:30       | Lead with dates, budgets and avails; one sheet per artist; agree who sends what, by when.                    | We have [artist] routing through [region] in [month]; which of your dates fits, and at what budget? |
| Meet the Agents, Rosewood, Wed 13:15 | You are the one being pitched. Give a clear no or a clear next step in one sentence.                         | Not for us this year. Send one link and I will listen in November.                                  |
| A label mixer, 19:00                 | Eat first. Roster fit in one line; ten minutes, then move on unless they keep you.                           | What are you releasing in spring, and who is playing it?                                            |
| Hold to offer, the week after        | Recap every promoter with the dates discussed; turn holds into offers within seven days.                     | Confirming Thursday: [artist], [date], [fee position]. Offer attached; shall we hold until Friday?  |
| A junior's first ADE                 | Send them to Meet the Promoters as a listener and to one practitioner session; two meetings a day shadowing. | What did the promoter actually need, and what did we promise?                                       |

## Mistakes we keep seeing

| Mistake we keep seeing                                     | Instead                                                             |
|------------------------------------------------------------|---------------------------------------------------------------------|
| Treating ADE as a sales sprint.                            | It is the relationship week; summer closed in June.                 |
| Showcase sets as the only reason to be in a room at night. | Choose nights for the buyers in them.                               |
| No inbound policy; juniors promise, nobody follows up.     | One link, a November listening afternoon, no promises.              |
| Meetings scattered across the city.                        | One neighbourhood a day; the canal-ring hubs are ten minutes apart. |
| Over-promising dates you do not control.                   | Avails and fee positions on paper before you land.                  |
| "Let's catch up" messages to promoters.                    | Dates, budgets, avails and two time windows.                        |
| Holds left as holds.                                       | Offers within a week; recap notes with the dates.                   |

## What veterans say

Verbatim, from public interviews and articles; the source is linked on each card.

**“There's nothing like the energy of agents, managers, publicists, artists, label owners, and fans being in the same room, and it's an important place for us to get aligned on the year ahead.”**

Jon Sax · Liaison Artists, Mission Makers (recorded at ADE), 2023 · [source ↗](#)

**“Bookings are now made in May or June, not only after ADE.”**

Boekingen worden nu al gedaan in mei of juni en niet pas na ADE.

Anna Knaup · Anna Agency, NOS, 2025 · [source ↗](#)

**“The artist ultimately creates the demand, not the agent.”**

Simon Clarkson · Primary Talent, Mission Makers (recorded at ADE 2024), 2025 · [source ↗](#)

**“Don't leave booking your meetings to the last minute.”**

Sharron Elkabas · Agency director, MN2S, 2014 · [source ↗](#)

**“...the booking agent's proverbial golf course — the best place to get business done.”**

Toolroom Academy · Agency training feature, The role of booking agents · [source ↗](#)

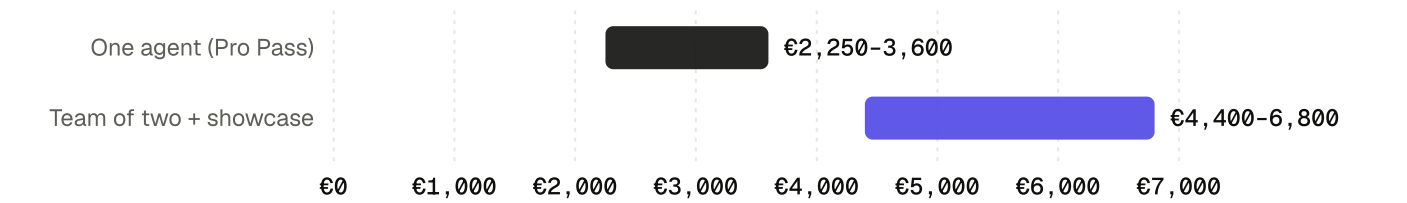
**“...where labels scout talent, where booking agents and promoters align their calendars for the year ahead.”**

Damion Pell · editor, Decoded Magazine, after ten editions, Decoded, 2025 · [source ↗](#)

## Budget reality

Five nights from elsewhere in Europe. Planning bands, not quotes; the return is measured in dates confirmed by February.

Indicative five-night totals using published 2025–26 ranges and the Pro Pass price on the official tickets page on 14 October.



| Line                                    | One agent (Pro Pass)                          | Team of two + showcase                          |
|-----------------------------------------|-----------------------------------------------|-------------------------------------------------|
| Pass                                    | €795 + 3.77% fee (late rate, almost sold out) | —                                               |
| Flights / train                         | €150–350                                      | €300–700                                        |
| Bed, 5 nights                           | €800–1,500 canal ring or De Pijp              | —                                               |
| Food and coffee meetings                | €250–400                                      | —                                               |
| Hosted coffees and drinks for promoters | €100–300                                      | —                                               |
| Transport                               | GVB included with the pass                    | —                                               |
| Event tickets                           | 2–3 nights, €120–220                          | €240–440                                        |
| Passes                                  | —                                             | 2 × €795 + fees; ask ADE for a company discount |
| Beds, 5 nights × 2                      | —                                             | €1,600–3,000                                    |
| Food, coffee meetings and hospitality   | —                                             | €600–1,000                                      |
| Meeting room                            | —                                             | Hotel rates on request; not published           |
| Showcase: venue, sound, staff, drinks   | —                                             | Not published; a project budget on top          |

The team band excludes the showcase and the meeting room: venue, sound, staff and drinks are not published anywhere and vary by night. Treat them as a project budget. Early-bird and medium pass rates have closed for 2026.

## After ADE: the follow-up is the work

Deals rarely close at ADE; they start there. Holds become offers in the week after.

| Same night                                                                                    | Within 48 h                                                                                | 1–4 weeks                                                                                                               |
|-----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| One line per promoter in the contact sheet: dates discussed, fee position, what you promised. | A recap note to every promoter with the dates, plus the avails you promised. Nothing else. | Holds into offers within seven days; new territories into the CRM; the November listening afternoon for artist inbound. |

## January

The check-in on spring and autumn dates, then reconcile the ADE conversations with the May–June festival reality.

ADE app or email · within 48 hours **Subject:** Wednesday at the Andaz: [artist] for [month]

Hi [name],

Good to meet you on Wednesday. As discussed: [artist] is routing through [region] on [dates]; fee position [range], subject to the routing.

Avails and the one-sheet: [roster link].

Can we hold [date] until [day next week] while you check the budget? I will send the offer the same day.

[Your name], [agency]

## New in 2026, worth knowing

- New for 2026: Behind the Booking, Wed 21 14:15 at the Promoter Hub, puts MDLBEAST's head of talent buying, Encode Talent and NOON Agency on one panel about what bookers want. [source ↗](#)
- TicketSwap's Global Promoter Hub at RIVVIA (The Empress, Keizersgracht 264): panels Wed–Thu, drinks at night, Pro Pass. Speakers include elrow's Juan Arnau and ID&T's Duncan Stutterheim. [source ↗](#)
- ADE's 2026 meeting-room list: nhow RAI, NYX, Anantara Krasnapolsky (discount with your Pro Pass order number), The Hoxton, Hotel V, Zoku, Conscious. Book with the hotel. [source ↗](#)
- Andaz is the Business Hub again, with "dedicated spaces for private meetings", company meeting hubs (Koolwaters Agency, SENA) and the AFEM mixer. UTA hosts a social at the Rosewood. [source ↗](#)
- Pro Pass at the late rate: €795 + 3.77% fee, almost sold out; no day passes. Companies: "get in touch with us to get a personal Pro Pass discount offer". [source ↗](#)
- The State of the Live Industry: One Year On (Sziget's Tamás Kádár, Tinie Tempah) is on the Pro programme: dynamic pricing, touring costs, algorithm-led booking. Time on the official listing. [source ↗](#)

## OUR INVITATION

# RE:UNION · ADE 2026

## Conversations beyond the dancefloor

The Spanish-speaking scene and its international counterparts in one room during ADE: agencies, labels, promoters, media and the artists they work with. MavelPoint takes part as technology partner.

One room with the Spanish-speaking scene's promoters, labels and agencies and their international counterparts: the fixed point where buyers who flew in can find your roster and your team.

| When                | Hours                                                           | Where                                | Access              |
|---------------------|-----------------------------------------------------------------|--------------------------------------|---------------------|
| Thursday 22 October | Doors 14:30 ·<br>programme from 15:00<br>into the early evening | Q-Factory, Atlantisplein<br>1 (Oost) | Free with a QR pass |

- The MavelPoint Room: get your profile and press kit ready with the team, on site.
- "From EPK to Opportunity" workshop: what agents, promoters and labels actually open first.
- Local Circuit · ADE edition, live.
- A panel with MavelPoint's CEO and industry guests.

Get your free QR pass

[reunionbeyond.com](https://reunionbeyond.com)

## Useful links

### Official programme 2026

Times and rooms move; check before you go.

[amsterdam-dance-event.nl/en/program/2026](https://amsterdam-dance-event.nl/en/program/2026)

### Pro Pass and tickets

€795 + fees at the late rate; almost sold out.

[amsterdam-dance-event.nl/en/tickets](https://amsterdam-dance-event.nl/en/tickets)

### Meeting rooms

Seven hotels; book with the hotel.

[amsterdam-dance-event.nl/en/meeting-rooms](https://amsterdam-dance-event.nl/en/meeting-rooms)

### Business Hubs 2026

Andaz, Rosewood, Felix Meritis: mixers and meeting hubs.

[amsterdam-dance-event.nl/en/news/30-years-ade-pro-what-you-can-find-in-the-different-business-hubs/2889621](https://amsterdam-dance-event.nl/en/news/30-years-ade-pro-what-you-can-find-in-the-different-business-hubs/2889621)

### Meet the Agents

Wed 21 13:15, Rosewood; the agents listed.

[amsterdam-dance-event.nl/en/program/2026/meet-the-agents/2808150](https://amsterdam-dance-event.nl/en/program/2026/meet-the-agents/2808150)

### TicketSwap Global Promoter Hub

RIVVIA; panels Wed–Thu, drinks at night.

[amsterdam-dance-event.nl/en/news/ticketswaps-global-promoter-hub/2886708](https://amsterdam-dance-event.nl/en/news/ticketswaps-global-promoter-hub/2886708)

## ADE FAQ

Badge pickup hours, ID, "full for now".

[amsterdam-dance-event.nl/en/faq-and-contact](https://amsterdam-dance-event.nl/en/faq-and-contact)

## RE:UNION registration

Free QR pass for Thursday 22.

[reunionbeyond.com/register](https://reunionbeyond.com/register)

## MavelPoint

Roster profiles, EPKs and bookings in one place.

[mavelpoint.com](https://mavelpoint.com)

# Sources 29

Facts come from the official ADE programme and pages, MavelPoint's own research and the sources below. Check the official listing before you go: times and rooms move.

ADE FAQ and contact [amsterdam-dance-event.nl/en/faq-and-contact](https://amsterdam-dance-event.nl/en/faq-and-contact)

ADE tickets: Attend ADE 2026 [amsterdam-dance-event.nl/en/tickets](https://amsterdam-dance-event.nl/en/tickets)

ADE Network & Connect [amsterdam-dance-event.nl/en/network-and-connect](https://amsterdam-dance-event.nl/en/network-and-connect)

ADE Meeting rooms 2026 [amsterdam-dance-event.nl/en/meeting-rooms](https://amsterdam-dance-event.nl/en/meeting-rooms)

30 YEARS ADE Pro: what you can find in the different Business Hubs (29 September 2026) [amsterdam-dance-event.nl/en/news/30-years-ade-pro-what-you-can-find-in-the-different-business-hubs/2889621](https://amsterdam-dance-event.nl/en/news/30-years-ade-pro-what-you-can-find-in-the-different-business-hubs/2889621)

TicketSwap's Global Promoter Hub (17 September 2026) [amsterdam-dance-event.nl/en/news/ticketswaps-global-promoter-hub/2886708](https://amsterdam-dance-event.nl/en/news/ticketswaps-global-promoter-hub/2886708)

ADE Pro 2026 programme complete (1 October 2026) [amsterdam-dance-event.nl/en/news/ade-pro-program-complete/2916184](https://amsterdam-dance-event.nl/en/news/ade-pro-program-complete/2916184)

ADE Pro announces major new wave with Tinie Tempah, Troy Carter, Believe, SoundCloud (26 August 2026) [amsterdam-dance-event.nl/en/news/ade-pro-announces-major-new-wave-of-artists-and-global-music-companies-with-marcel-dettmann-tinie-tempah-troy-carter-believe-soundcloud-and-more/2836012](https://amsterdam-dance-event.nl/en/news/ade-pro-announces-major-new-wave-of-artists-and-global-music-companies-with-marcel-dettmann-tinie-tempah-troy-carter-believe-soundcloud-and-more/2836012)

ADE Green programme complete (10 September 2026) [amsterdam-dance-event.nl/en/news/ade-green-program-complete/2853146](https://amsterdam-dance-event.nl/en/news/ade-green-program-complete/2853146)

Meet the Event Organisers & Promoters 2026 [amsterdam-dance-event.nl/en/program/2026/meet-the-event-organisers-promoters/2808158](https://amsterdam-dance-event.nl/en/program/2026/meet-the-event-organisers-promoters/2808158)

Meet the Agents 2026 [amsterdam-dance-event.nl/en/program/2026/meet-the-agents/2808150](https://amsterdam-dance-event.nl/en/program/2026/meet-the-agents/2808150)

Meet the Professionals from the Focus Regions [amsterdam-dance-event.nl/en/program/2026/meet-the-professionals-from-the-focus-regions-brazil-africa-and-middle-east/2808160](https://amsterdam-dance-event.nl/en/program/2026/meet-the-professionals-from-the-focus-regions-brazil-africa-and-middle-east/2808160)

Behind the Booking: What Artist, Managers and Promoters Really Want [amsterdam-dance-event.nl/en/program/2026/behind-the-booking-what-artist-managers-and-promoters-really-want/2846282](https://amsterdam-dance-event.nl/en/program/2026/behind-the-booking-what-artist-managers-and-promoters-really-want/2846282)

Beyond the Numbers: 5 Trends Reshaping the Industry Today (TicketSwap) [amsterdam-dance-event.nl/en/program/2026/ticketswaps-research-report-5-key-insights/2846203](https://amsterdam-dance-event.nl/en/program/2026/ticketswaps-research-report-5-key-insights/2846203)

Creating The Next Generation of Club Promoters (AFEM) [amsterdam-dance-event.nl/en/program/2026/building-the-next-generation-of-club-promoters-with-afem/2814762](https://amsterdam-dance-event.nl/en/program/2026/building-the-next-generation-of-club-promoters-with-afem/2814762)

The Shrinking Gatekeep: a conversation between artists [amsterdam-dance-event.nl/en/program/2026/the-shrinking-gatekeep-a-conversation-between-artists/2812042](https://amsterdam-dance-event.nl/en/program/2026/the-shrinking-gatekeep-a-conversation-between-artists/2812042)

30 Years of ADE [amsterdam-dance-event.nl/en/program/2026/30-years-of-ade-kick-off-talk/2807878](https://amsterdam-dance-event.nl/en/program/2026/30-years-of-ade-kick-off-talk/2807878)

Masterclass | Your Unique Climate Impact [amsterdam-dance-event.nl/en/program/2026/masterclass-your-impact/2831283](https://amsterdam-dance-event.nl/en/program/2026/masterclass-your-impact/2831283)

How to Become an Independent Powerhouse with Mau P [amsterdam-dance-event.nl/en/program/2026/how-to-become-an-independent-powerhouse-with-mau-p/2893372](https://amsterdam-dance-event.nl/en/program/2026/how-to-become-an-independent-powerhouse-with-mau-p/2893372)

A Deep Dive into MENA's Thriving Live Music Scene [amsterdam-dance-event.nl/en/program/2026/mena-business-talk-a-deep-dive-into-menas-thriving-live-music-scene/2829910](https://amsterdam-dance-event.nl/en/program/2026/mena-business-talk-a-deep-dive-into-menas-thriving-live-music-scene/2829910)

The Brazil Boom [amsterdam-dance-event.nl/en/program/2026/the-brazil-boom/2812171](https://amsterdam-dance-event.nl/en/program/2026/the-brazil-boom/2812171)

Decoded: why Amsterdam Dance Event still matters, reflections after a decade (Damion Pell, October 2025) [decodedmagazine.com/why-amsterdam-dance-event-still-matters-reflections-after-a-decade-of-attendance](https://decodedmagazine.com/why-amsterdam-dance-event-still-matters-reflections-after-a-decade-of-attendance)

Mission Makers: Leticia van Riel and Jon Sax, recorded at ADE (2023) [mission-makers.com/leticiavanrieljonsax](https://mission-makers.com/leticiavanrieljonsax)

Mission Makers: Simon Clarkson, Primary Talent (January 2025) [mission-makers.com/simonclarkson](https://mission-makers.com/simonclarkson)

NOS: Van vakbeurs tot dansfestijn (Anna Knaup, October 2025) [nos.nl/artikel/2587382-van-vakbeurs-tot-dansfestijn-hoe-ade-uitgroeide-tot-evenement-van-wereldformaat](https://nos.nl/artikel/2587382-van-vakbeurs-tot-dansfestijn-hoe-ade-uitgroeide-tot-evenement-van-wereldformaat)

Toolroom Academy: the role of booking agents [toolroomacademy.com/features/the-role-of-booking-agents](https://toolroomacademy.com/features/the-role-of-booking-agents)

MN2S: ADE interview with Sharron Elkabas (2014) [mn2s.com/news/booking-agency/ade-interview-sharron-elkabas](https://mn2s.com/news/booking-agency/ade-interview-sharron-elkabas)

CULTR: what a week at Amsterdam Dance Event looks like (November 2024) [cultr.com/news/what-a-week-at-amsterdam-dance-event-looks-like](https://cultr.com/news/what-a-week-at-amsterdam-dance-event-looks-like)

TripProf: ADE 2026 budget guide [tripprof.com/en/blog/amsterdam-dance-event-2026-budget-guide](https://tripprof.com/en/blog/amsterdam-dance-event-2026-budget-guide)

Photos: Unsplash (credited under each image). Map is schematic. ADE and Amsterdam Dance Event are trademarks of their owner; this guide is independent of the ADE organisation.