

ROLE GUIDE · **DJS & PERFORMING ARTISTS**

DJs & performing artists

Build relationships that turn into dates.

21-25 Oct 2026

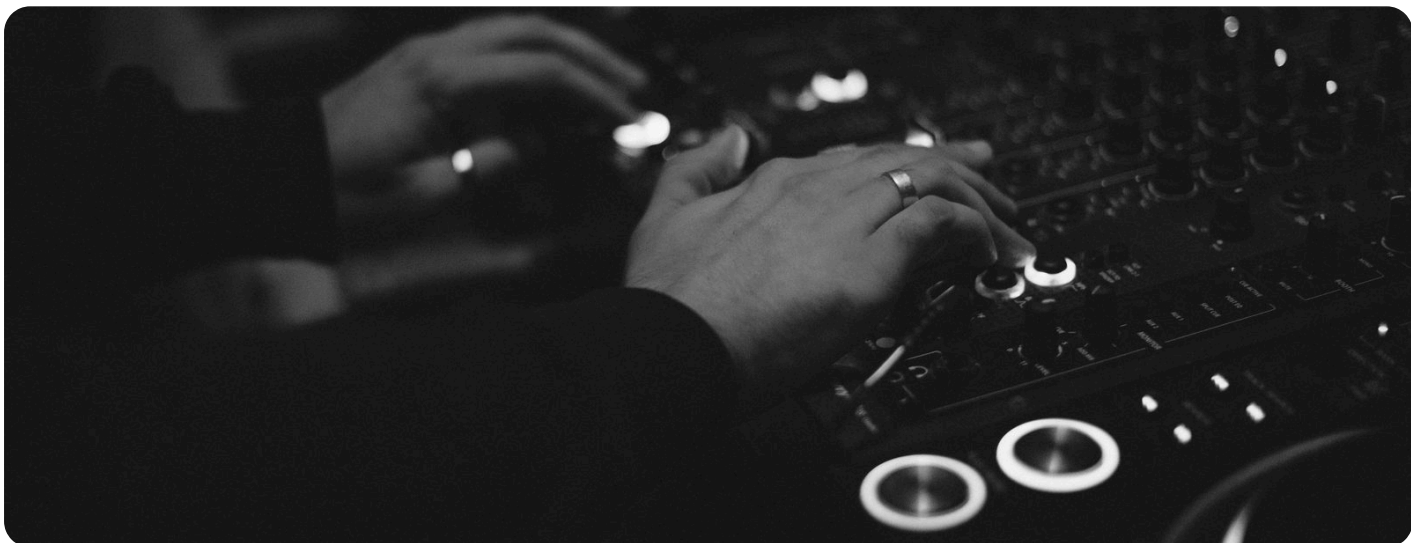
Amsterdam · 30th edition

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

1,200+ events · 300+ venues

Programme checked 14 Oct

ADE books nobody: lineups are largely fixed by June, and the people who book them are all in Amsterdam for five days. This guide turns that week into three to five promoters who know your name, one or two labels that fit your sound and, if the numbers warrant it, a first agent conversation.



Hands at the mixer.

Nadia Sitova / Unsplash

Who this is for, and what to leave with

Three DJs go to ADE and they are not going for the same thing.

Relationships that turn into dates over the following year: promoters and bookers with a reason to remember you, labels that fit your sound, and a follow-up they actually answer in November.

Profile	What ADE is for, in this case
Emerging DJ	Local gigs, a small following, no agent. Here to understand how the machine works and leave with a handful of real contacts.
Working DJ	Regular club bookings, maybe a residency, a few releases, no exclusive agency. Here to convert relationships into next year's dates.
Touring DJ	An agent, a manager, a schedule. Here because everyone you work with is here: meetings, dinners, mixers, sets.

Stage	Realistic goal for the week	First move
Exploring	Leave with a clearer direction and two peers to follow up with.	Lab Discovery (free), one accessible session, introduce yourself to a peer.
First releases & gigs	Test whether your sound fits a room or a label.	A recent set on your phone; one feedback conversation; ask for a next step.
Building momentum	Turn momentum into dates and one partner conversation.	Name the gap (bookings, team, audience); book meetings with the people who fill it.
Established	Strengthen the relationships that shape next year's calendar.	A shortlist of decisions; meeting time reserved before panels and nights.

Numbers that shape the week

Lineups fixed by

June

First 250+ artists announced 30 June; 1,500+ by 1 September; 3,600+ when the programme closed on 6 October. Pitch in spring for next year.

Meet the Agents

Wed 13:15

Rosewood Courtyard/Atrium · Pro Pass · no sign-up: short introductions, then one-to-one. Arrive early with a QR card.

App messages per delegate

≈ 5

About 50,000 messages a year across 11,000 professionals; agents get far more. The specific message wins.

Door policy

Full for now

Pro Pass entry to festival events is capped per venue. Buy a single ticket for the night you cannot miss.

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

☐ If you want to play, pitch promoters, labels and venues now; official lineups are largely fixed by June.

☐ Ask your own label about a showcase or an "invites" night with a support slot.

☐ Book accommodation; the canal ring and De Pijp go by summer. [link ↗](#)

July · three months out

☐ Decide the pass: you make money from music, buy Pro; otherwise Lab Discovery or the lean path. [link](#) ↗

☐ Get the EPK current: bio, photos, two recent mixes, dates, tech rider, one shareable link.

Mid-September · database opens

☐ Build the 10–15-name target list: promoters whose nights fit, labels you want, one or two agencies at your level.

☐ Message with a reason and a cheap request: two time windows, one link.

☐ Buy single tickets for the two or three nights you must be at; the badge is not a ticket.

One week out

☐ Diary the Wednesday rooms: Promoters 11:00, Agents 13:15, Labels 15:30; no sign-up, so arrive early. [link](#) ↗

☐ Register for Lab Discovery (free wristband) and the Afro House Summit guest list if they fit. [link](#) ↗

☐ Print cards with a QR to your profile; load three tracks or a recent mix on your phone.

☐ Write the three-length pitch and three talking points; book dinner with your travel crew for night one.

Bring

Recent set, offline on the phone

One current link (EPK or MavelTree)

QR card

Three talking points

Tech rider

Two or three single tickets

The week, day by day

Fourteen sessions checked on the official programme on 14 October. 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
10:00-18:00 daily ADE Lab Discovery Westergas · Lab Village	10:00-18:00 daily ADE Lab Discovery Westergas · Lab Village	10:00-18:00 daily ADE Lab Discovery Westergas · Lab Village	16:15-17:45 Demolition XXIX Felix Meritis · Zuilenzaal	07:00 Sunday- 07:00 Monday Keriko Meet Berlage · Oudebrugsteeg 9
11:00-12:30 Meet The Event Organisers & Promoters Rosewood · Courtyard/Atrium	12:15-13:00 Spotify Essential Insider Knowledge Felix Meritis · Zuilenzaal	12:15-13:45 Meet The Managers Rosewood · Courtyard/Atrium		
13:15-14:45 Meet The Agents Rosewood · Courtyard/Atrium	13:15-14:00 SoundCloud Essential Insider Knowledge Felix Meritis · Shaffyzaal	12:30-13:15 Why Humans Still Need Dancefloors? Felix Meritis · Shaffyzaal		
15:30-17:00 Meet The Labels & A&Rs Rosewood · Courtyard/Atrium	14:00-19:00 Afro House Summit LuminAir · Oosterdoksstraat 4, level 11	16:15-17:00 Building an independent career with Mau P Rosewood · Ballroom		
	14:30 → early evening RE:UNION · ADE 2026 Q-Factory · free with QR pass			
	15:30-16:15 The Shrinking Gatekeep: a conversation between artists Felix Meritis · Shaffyzaal			
	16:45-17:45 30 Years of ADE Felix Meritis · Shaffyzaal			

■ 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 person you want to talk to afterwards.

Day	Morning	Afternoon	Evening and night
Wed 21	Badge pickup at Felix Meritis; Meet the Event Organisers & Promoters 11:00	Meet the Agents 13:15; Meet the Labels & A&Rs 15:30; Andaz lobby	Jarre at AFAS Live (ticket), or eat first and work the mixers
Thu 22	Four 20-minute meetings on the canal ring; Spotify 12:15	RE:UNION, Q-Factory from 14:30; otherwise SoundCloud 13:15, Gatekeep 15:30, 30 Years 16:45	One club night chosen for who will be there
Fri 23	Meetings; Meet the Managers 12:15 or the dancefloors talk 12:30	Coffee follow-ups; Mau P 16:15 at the Rosewood	Support a smaller label night where you can talk
Sat 24	Coffee with the week's best contacts	Demolition 16:15 if you produce; Culture Hub at Felix Meritis	Your own set, or the night you bought a ticket for
Sun 25	Brunch, notes, send the 48-hour messages	Keriko at Meet Berlage if you want one last room	Rest

Sessions worth your time 14 picks

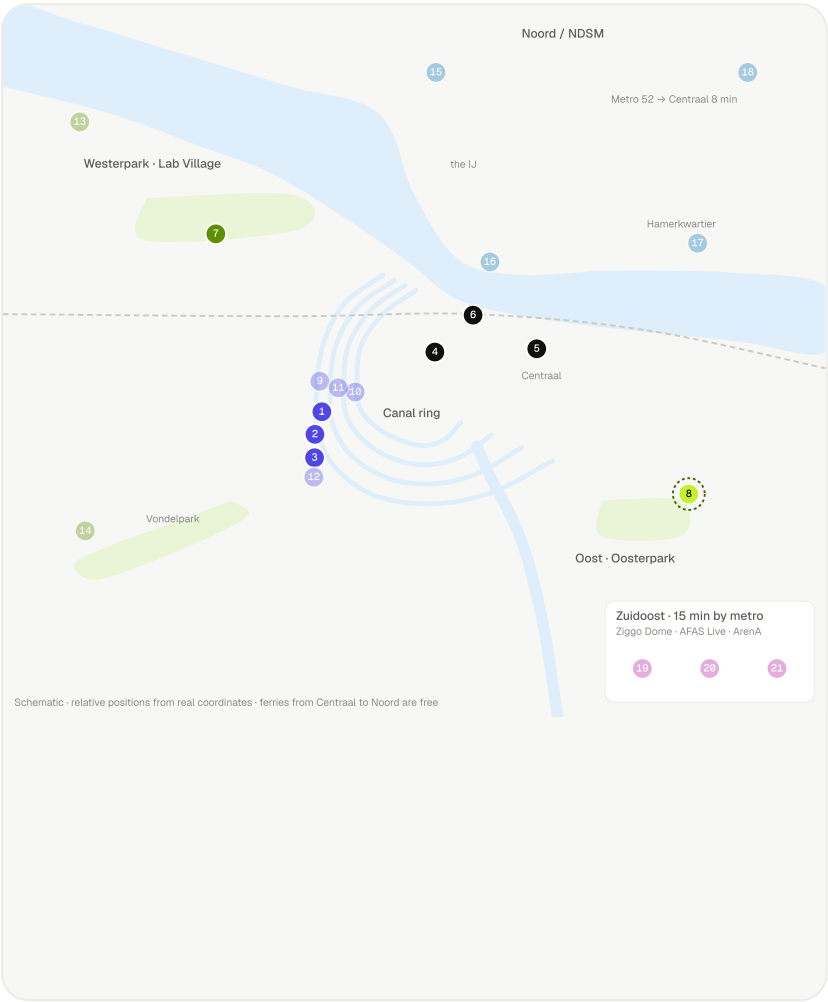
Why each one earns a slot, and what access it needs. A saved pick is not a ticket.

Day	Time	Session	Venue	Why go	Access
21-23	10:00-18:00 daily	ADE Lab Discovery	Westergas · Lab Village	A free way to try electronic music tools and join accessible sessions.	Free · registration + wristband
Wed 21	11:00-12:30	Meet The Event Organisers & Promoters	Rosewood · Courtyard/Atrium	Connect your artist, roster or event idea to people who programme live events.	Pro Pass
Wed 21	13:15-14:45	Meet The Agents	Rosewood · Courtyard/Atrium	Eleven booking agents in one room: test whether an agent fits the work you already have.	Pro Pass
Wed 21	15:30-17:00	Meet The Labels & A&Rs	Rosewood · Courtyard/Atrium	If you release music: twelve label managers and A&Rs, straight after the agents, same room.	Pro Pass
Thu 22	12:15-13:00	Spotify Essential Insider Knowledge	Felix Meritis · Zuilenzaal	Spotify's dance and regional editors on how local scenes reach global listeners. Bring one question.	Pro Pass
Thu 22	13:15-14:00	SoundCloud Essential Insider Knowledge	Felix Meritis · Shaffyzaal	Live case study with Silva Bumpa on how an independent artist breaks through. Time moved from 13:45.	Pro Pass

Day	Time	Session	Venue	Why go	Access
Thu 22	14:00– 19:00	Afro House Summit	LuminAir · Oosterdoksstraat 4, level 11	Sets, A&R sessions and an industry mixer for the afro house scene. Register for the guest list first.	Guest list · registration required
Thu 22	15:30– 16:15	The Shrinking Gatekeep: a conversation between artists	Felix Meritis · Shaffyzaal	Novah, SPFDJ, LYZZA and HoneyLuv on who gets booked as agencies and festivals consolidate. Time moved from 15:00.	Pro Pass
Thu 22	16:45– 17:45	30 Years of ADE	Felix Meritis · Shaffyzaal	Anna Knaup, Richard Zijlma and Maria Jimenez with Dave Clarke on what thirty editions taught the people who book.	Pro Pass
Fri 23	12:15– 13:45	Meet The Managers	Rosewood · Courtyard/Atrium	Sixteen managers: bring one concrete development problem, not a request to be signed.	Pro Pass
Fri 23	12:30– 13:15	Why Humans Still Need Dancefloors?	Felix Meritis · Shaffyzaal	Eris Drew, researcher Alice O'Grady and RAUM's Sven Bijma on what a dancefloor is for. ADE Green.	Pro Pass
Fri 23	16:15– 17:00	Building an independent career with Mau P	Rosewood · Ballroom	Mau P with his manager, his label and The Pacha Group on building an independent project.	Pro Pass
Sat 24	16:15– 17:45	Demolition XXIX	Felix Meritis · Zuilenzaal	If you produce: live feedback from Joseph Capriati, BT, Pooja B and Louisahhh; submission details to follow.	Pro Pass
Sun 25	07:00 Sunday– 07:00 Monday	Keriko	Meet Berlage · Oudebrugsteeg 9	Latin house marathon to close the week, with Homies Booking (Spain) and Santurce Recordings (Puerto Rico).	Separate festival ticket · check availability

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 Meet Berlage**
Oudebrugsteeg 9 · Session venue 2026 · info
- 5 LuminAir**
Oosterdoksstraat 4 · Session venue 2026 · info
- 6 Amsterdam Centraal**
Stationsplein · Trains, metro, free ferries to Noord · info
- 7 Westergas · Lab Village**
Pazzanistraat / Klönneplein (Gashouder, WestWeelde, Radio Radio, Pacific, Het Ketelhuis) · ADE Lab, free daytime programme · info
- 8 Q-Factory**
Atlantisplesin 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

Lead with the three talking points, not your Instagram numbers. Ask what they are working on.

Moment	Do this	Say or ask
Meet the Agents, Rosewood, Wed 13:15	Short introductions first, then one-to-one. Move around the room; three talking points, not follower counts.	Which rooms or audiences suit this project, and what evidence would make it easier to book?
Andaz lobby, afternoon	Ask what they are working on; demo on your phone, offered once, never pushed.	Can I send you the set and one date idea next week?
A label mixer, 19:00	Eat first. Ten minutes, then move on unless they keep you.	What did you release this year that surprised you?
A promoter you want to play for	Give them a reason to book: a room, a date window, a number that matters.	Your Thursday room suits this; could we talk about spring?
Backstage at 03:00	Do not pitch. Enjoy the night and send the message on Monday.	Nothing. Dance.

Mistakes we keep seeing

Mistake we keep seeing	Instead
Coming to get booked at ADE rather than because of ADE.	Pitch in spring; use October to meet the people who book next year.
Going straight for the headliners with a USB.	Mid-level promoters and label managers reply in November; headliners do not.
No profile link, or a PDF from 2023.	One current link on the card and in every message.
Treating the badge as a ticket.	Buy the two or three nights that matter; doors go "full for now".
Spending five nights with the crew from home.	Split up; meet at breakfast to compare notes.
Asking new contacts for guest list.	Ask for twenty minutes next month.
No follow-up.	Same night a note; 48 hours the link; January the check-in.

What veterans say

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

“Things get done here... You're backstage at shady hours with shady people doing shady things, doing business talks.”

William Kouam Djoko · DJ and producer, Vice/Thump, 2015 · [source ↗](#)

“ADE will not turn you into a superstar after one visit.”

Jamie Hartley · writer, We Are Crossfader, 2019 · [source ↗](#)

“The first time I went... I was one of those kids in the streets with his CD promoting his stuff.”

Hardwell · DJ, Vice/Thump, 2015 · [source ↗](#)

“Don't expect it to happen from your bedroom; you've got to get out there, and show your face in these events.”

Saoirse · DJ, ADE Lab, 2023 · [source ↗](#)

“Most of the really good stuff happens 'off event' — label parties, DJ lock-ins, private parties.”

JP Lantieri · DJ and producer, Electrofans, 2024 · [source ↗](#)

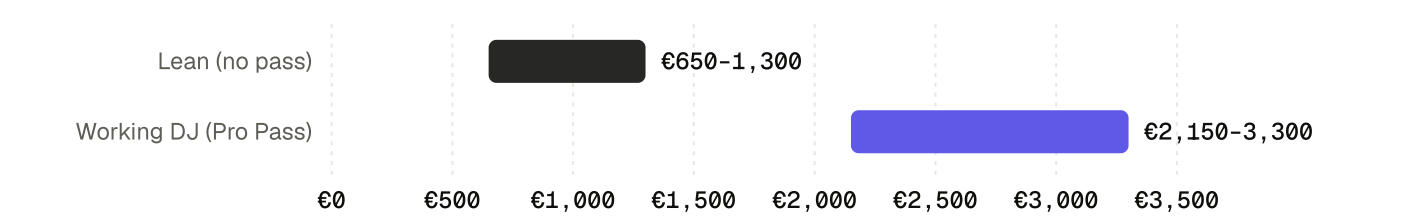
“Playing at ADE is a huge opportunity, not only to share my sound but also to learn from other artists and cultures.”

SÜRY · DJ, DJ Mag, 2025 · [source ↗](#)

Budget reality

Five nights from elsewhere in Europe. Planning bands, not quotes.

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



Line	Lean (no pass)	Working DJ (Pro Pass)
Pass	€0 (free Lab Discovery and daytime programme)	€795 + 3.77% fee (late rate, almost sold out)
Flights / train	€100–250	€150–350
Bed, 5 nights	€300–600 hostel, shared flat or Noord	€800–1,500 canal ring or De Pijp
Food and coffee meetings	€150–250	€250–400
Transport	€30–60 (GVB, ferries)	GVB included with the pass
Event tickets	1–2 nights, €50–150	2–3 nights, €120–220

Showcase fees for emerging acts are widely assumed to be low or zero; no published data exists. Ask the promoter before you commit. 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.

Same night

One line per person in your contact sheet: who, what they need, what you promised.

Within 48 h

The link you promised, with one sentence recalling the conversation. Nothing else.

1–4 weeks

The concrete ask: a date, a demo, a mix for their show.

January

The check-in, when promoters are actually filling spring and summer. Then pitch for ADE 2027 in March.

Hi [name],

Good to meet you on Thursday – the [their project] story stuck with me.
Here is the set I mentioned: [one link]. Profile and dates: [EPK or MavelTree link].
If [their room / date window] is still open for spring, I would love twenty minutes in November. [Two time windows].

[Your name]

New in 2026, worth knowing

- "Meet the..." grows to ten speed-meeting sessions at the Rosewood Matchmaking Hub. No sign-up: short introductions, then one-to-one; bring a QR card. [source ↗](#)
- Pro Pass at the late rate: €795 + 3.77% fee, almost sold out. No day or conference-only passes; the Pro Pass does not include ADE Lab. [source ↗](#)
- Door policy: a Pro Pass admits you to festival events up to a per-venue cap, then "full for now". Single tickets guarantee entry. [source ↗](#)
- ADE Lab Discovery is free, Wednesday to Friday 10:00–18:00 at Westergas: register online, collect a wristband at the Westergas desk. Gear Test Lab at Het Ketelhuis. [source ↗](#)
- The 30th edition opens with Jean-Michel Jarre at AFAS Live on Wednesday 21 October, 20:00–23:00. Concert tickets are sold separately through Mojo. [source ↗](#)
- Programme completed on 6 October: 3,600+ artists, 1,300+ events, 300+ venues. Late Pro additions include Spotify, 30 Years of ADE and Why Humans Still Need Dancefloors? [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.

For the Spanish-speaking scene, this is the one afternoon when the agencies, promoters and labels from home are in one room. Bring three talking points, not a USB.

When	Hours	Where	Access
Thursday 22 October	Doors 14:30 · programme from 15:00 into the early evening	Q-Factory, Atlantisplein 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

Useful links

Official programme 2026

Times and rooms move; check before you go.

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

ADE FAQ

Badge pickup, access rules, "full for now".

amsterdam-dance-event.nl/en/faq-and-contact

Info & Ticket Desks

Where to collect the badge; bring ID.

amsterdam-dance-event.nl/en/info-ticket-desks

ADE Lab Discovery

Free registration, Westergas, Wed–Fri.

amsterdam-dance-event.nl/en/ade-lab

RE:UNION registration

Free QR pass for Thursday 22.

reunionbeyond.com/register

MavelPoint

EPK, MavelTree and bookings in one profile.

mavelpoint.com

Sources 28

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

ADE tickets: Attend ADE 2026 amsterdam-dance-event.nl/en/tickets

ADE Info & Ticket Desks amsterdam-dance-event.nl/en/info-ticket-desks

ADE Lab amsterdam-dance-event.nl/en/ade-lab

ADE Pro expands its 'Meet the...' sessions (18 June 2026) amsterdam-dance-event.nl/en/news/ade-pro-expands-its-most-in-demand-networking-format-meet-the-sessions/2803211

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

ADE completes programme for 30 YEARS ADE with 3,600+ artists (6 October 2026) amsterdam-dance-event.nl/en/news/amsterdam-dance-event-completes-program-for-landmark-30-years-ade-with-3-600-artists/2930003

ADE Green programme complete (10 September 2026) 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

Meet the Agents 2026 amsterdam-dance-event.nl/en/program/2026/meet-the-agents/2808150

Meet the Labels & A&Rs 2026 amsterdam-dance-event.nl/en/program/2026/meet-the-labels-a-rs/2808154

Meet the Managers 2026 amsterdam-dance-event.nl/en/program/2026/meet-the-managers/2808156

Spotify | Essential Insider Knowledge amsterdam-dance-event.nl/en/program/2026/spotify-essential-insider-knowledge/2830931

SoundCloud | Essential Insider Knowledge amsterdam-dance-event.nl/en/program/2026/soundcloud-essential-insider-knowledge/2812555

Afro House Summit 2026 amsterdam-dance-event.nl/en/program/2026/afro-house-summit/2830741

The Shrinking Gatekeep: a conversation between artists 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

Why Humans Still Need Dancefloors? amsterdam-dance-event.nl/en/program/2026/why-humans-still-need-dancefloors/2813957

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

Demolition XXIX amsterdam-dance-event.nl/en/program/2026/demolition-xxix/2831173

Keriko amsterdam-dance-event.nl/en/program/2026/keriko/2830350

Jean-Michel Jarre at AFAS Live amsterdam-dance-event.nl/en/program/2026/jean-michel-jarre/2802123

Vice/Thump: 20 years on, how important is ADE? vice.com/en/article/20-years-on-how-important-is-ade

ADE news: Saoirse on building community (2023) amsterdam-dance-event.nl/en/news/saoirse-building-community-is-incredibly-important-do-the-work-and-show-that-you-care/2408885

DJ Mag: meet the emerging DJs playing ADE 2025 djmag.com/features/meet-emerging-djs-playing-ade-and-dj-mags-2025-club-lab-event

Electrofans: JP Lantieri's ADE tips (2024) electrofans.com/ade-tips

We Are Crossfader: a beginner's guide to ADE (2019) wearecrossfader.co.uk/blog/a-beginners-guide-to-ade

TripProf: ADE 2026 budget guide tripprof.com/en/blog/amsterdam-dance-event-2026-budget-guide



Career tools for electronic music artists · mavelpoint.com

Get the most from ADE 2026 · A MavelPoint guide · version 1.0 · 14 October 2026

Official programme: amsterdam-dance-event.nl/en/program/2026

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.