

ROLE GUIDE · MANAGERS, PR & FILMMAKERS

Managers, PR & filmmakers

Make the week work for the artist.

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

Three roles that work ADE on behalf of someone else's name. The manager runs the artist's week properly: two or three sets, not five, and the meetings that move the next twelve months. The publicist works small and in person, with a Pro Pass, because press passes are for journalists only. The filmmaker pitches months ahead and shoots with written permission.



Camera operator on a location shoot.

Kyle Loftus / Unsplash

Who this is for, and what to leave with

Three readers, one guide. Managers first, then PR, then filmmakers; the calendar covers all three.

Managers: the meetings that move the next twelve months and an artist still standing on Sunday.
PR: ten in-person moments that get covered, not a thousand releases. Filmmakers: a film in the week's programme, or the footage that pays for the trip.

Profile	What ADE is for, in this case
Artist manager	Here for the agent, label, publisher, sync, DSP and brand conversations, with the artist present only where presence closes something.
PR and publicist	Here with a Pro Pass (no press pass for PRs), a small in-person plan and clients who are prepared for Meet the Media.
Filmmaker, videographer, creator	Here to shoot with permission or to premiere a film. No open call: pitch Arts & Culture and venue programmers months ahead.

Stage	Realistic goal for the week	First move
First ADE	Understand the formats and the rhythm; leave with ten relationships.	Meet the Managers; three 30-second pitch versions; a meeting spreadsheet with travel time.
First artists or clients	One agent, one label and one editor conversation that continues in November.	Database meetings booked in September; the artist brought only where it closes something.
Building momentum	A roster week run as a programme: sets, meetings, press, energy.	Mornings without the artist; afternoons in the Meet the... rooms; dinner before every set.
Established	Decisions on partners, territories and next year's showcase; a PR HQ that media come to.	Interview blocks at a hotel hub; a press dinner for ten; the follow-up owned by the team.

Numbers that shape the week

What was listed on the official pages on 14 October.

Meet the Managers Fri 12:15 Rosewood. Sixteen managers listed; you are the one being met. Bring the one development problem you can help with.	Press passes for PRs None Accreditation is strictly for journalists and closed on 7 September; PR agents, bookers and promoters are refused. A publicist needs a Pro Pass.	Meet the Media Apply by 16 Oct Thu 15:45, Rosewood. Delegates with a Pro Pass apply by 16 October, 23:59 and are pre-matched with 25 outlets. Send the client, prepared.	Film permits 5-10 working days Handheld in public space needs none; rigs, lighting and closures do. Drones are effectively out centrally. Dancefloors: venue OK in writing.
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Before ADE

Three tracks. Reading this the week before? Start at "One week out" and diary August for the 2027 accreditation and pitches.

Spring · managers

☐ Decide with the artist what the week is for: three goals and a "not this year" list, written down.

☐ Say no to gigs that do not serve the artist; two or three sets, not five.

Spring · filmmakers

☐ Pitch the Arts & Culture team and the venue programmers with a music-culture film and a reason it belongs in that week.

August · PR

☐ Buy the Pro Passes; make sure your journalists apply for their own accreditation before early September. [link ↗](#)

September · database opens

☐ Book the meetings: agent, label, publisher, sync, DSP editor, brand. Bring the artist only where presence closes something.

☐ Meeting spreadsheet with travel time between zones; three versions of the 30-second pitch.

September · PR

☐ Interview blocks at a hotel hub or PR HQ; a press dinner or listening session for ten, not a mass release.

September · filmmakers

☐ Permits for anything beyond handheld (five to ten working days); written OK from every venue and promoter you will shoot in.

By 16 October

☐ Apply for Meet the Media on the client's behalf with a Pro Pass; one clear message, not a thousand. [link ↗](#)

One week out

☐ Artist brief and approved assets on one link; dinner booked before every set; the Sunday debrief in the diary.

☐ Route an emerging artist to ADE Lab for the Discovery days; register and collect the wristband at Westergas. [link ↗](#)

Bring

Artist brief and goals

Approved assets, one link

Three 30-second pitches

Meeting spreadsheet with travel time

Written camera permissions

Confirmed availability

The week, day by day

Fourteen items 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
13:15-14:45 Meet The Agents Rosewood · Courtyard/Atrium 14:15-15:00 Behind the Booking: what artists, managers and promoters really want TicketSwap Global Promoter Hub · RIVVIA, Keizersgracht 264 15:30-17:00 Meet The Labels & A&Rs Rosewood · Courtyard/Atrium	12:15-13:00 Spotify Essential Insider Knowledge Felix Meritis · Zuilenzaal 13:15-14:45 Meet The DSP's & Distributors Rosewood · Courtyard/Atrium 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 15:45-17:15 Meet the Media Rosewood · Courtyard/Atrium 16:45-17:45 30 Years of ADE Felix Meritis · Shaffyzaal	12:15-13:45 Meet The Managers Rosewood · Courtyard/Atrium 13:45-14:45 Artists on AI, A No-BS Roundtable Felix Meritis · Shaffyzaal 14:30-16:00 Meet the Publishers Rosewood · Courtyard/Atrium 16:15-17:00 Building an independent career with Mau P Rosewood · Ballroom 19:45-22:00 Ongepolijst: 20 years of grime in the Netherlands (film premiere & drinks) Het Ketelhuis · Zaal 1, Westergas	13:30-14:00 Culture and Ownership with Cruel Santino Felix Meritis · Shaffyzaal	Open day: meetings, lobbies, follow-ups

■ 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: your meetings, without the artist. Afternoons: the Meet the... rooms and the hubs.

Evenings: mixers with the artist, briefly. Nights: the sets, with dinner before.

Day	Morning	Afternoon	Evening and night
Wed 21	Badge; agent and brand meetings without the artist	Meet the Agents 13:15; Behind the Booking 14:15; Meet the Labels & A&Rs 15:30	Dinner, then the artist's set or the opening night
Thu 22	Spotify 12:15; DSP meetings	DSPs & Distributors 13:15; RE:UNION, Q-Factor from 14:30; Gatekeep 15:30; Meet the Media 15:45 (send the client); 30 Years 16:45	Mixers with the artist, briefly; the artist sleeps
Fri 23	Meet the Managers 12:15; PR interview blocks	AI roundtable 13:45; Publishers 14:30; Mau P 16:15	Ongepolijst premiere 19:45 (filmmakers); the artist's main set
Sat 24	B-roll in daylight: Westerpark, Het Ei, the canal ring	Santino 13:30; Culture Hub at Felix Meritis	The last set; no pitching after midnight
Sun 25	Debrief with the artist: what was agreed, who owns it, by when	Travel	The follow-up list is the manager's; it starts Monday

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
Wed 21	13:15–14:45	Meet The Agents	Rosewood · Courtyard/Atrium	Eleven agents in one room, from WME and Bullitt to Anna Agency. The manager's first conversation of the week.	Pro Pass
Wed 21	14:15–15:00	Behind the Booking: what artists, managers and promoters really want	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
Wed 21	15:30–17:00	Meet The Labels & A&Rs	Rosewood · Courtyard/Atrium	Twelve A&Rs from Sony and Universal to Monstercat and fabric. Bring the artist's one track and the release plan.	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	13:15–14:45	Meet The DSP's & Distributors	Rosewood · Courtyard/Atrium	Twenty platform and distribution people on the Thursday DSP day. Ask what would make the next release pitchable.	Pro Pass

Day	Time	Session	Venue	Why go	Access
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	15:45– 17:15	Meet the Media	Rosewood · Courtyard/Atrium	PR: the reversed pitch. Editors sit, delegates are pre-matched; apply by 16 October and send the client with one message.	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	You are the ones being met: sixteen managers across from delegates with development problems. Decide what you can say yes to.	Pro Pass
Fri 23	13:45– 14:45	Artists on AI, A No-BS Roundtable	Felix Meritis · Shaffyzaal	Mathame, BT, Portrait XO, Miss Kittin and Terrence Dixon with Dave Clarke. Time moved from 11:00.	Pro Pass
Fri 23	14:30– 16:00	Meet the Publishers	Rosewood · Courtyard/Atrium	Composition rights and catalogue conversations for the artist who writes; only two publishers listed on 14 October, arrive early.	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: the manager's case study.	Pro Pass
Fri 23	19:45– 22:00	Ongepolijst: 20 years of grime in the Netherlands (film premiere & drinks)	Het Ketelhuis · Zaal 1, Westergas	A documentary premiere with the scene in the room: a culture story nobody else will have on Friday night. Ticketed; 18+.	Check event page · tickets
Sat 24	13:30– 14:00	Culture and Ownership with Cruel Santino	Felix Meritis · Shaffyzaal	Cruel Santino on culture and ownership across music, film and fashion: the filmmaker's and the manager's crossover brief.	Pro Pass

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 Westergas · Lab Village**
Pazzanistraat / Klönneplein (Gashouder, WestWeelde, Radio Radio, Pacific, Het Ketelhuis) · ADE Lab, free daytime programme · info
- 7 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

You are pitched as often as you pitch. Say what the artist needs in one sentence, and what you can offer in the next.

Moment	Do this	Say or ask
Meet the Managers, Rosewood	Listen for the one development problem you can actually help with; decline the rest kindly.	What can this relationship change for the artist over the next six months?
A label or DSP meeting, for the artist	One track, the release plan, the story; ask for the specific next step and permission to follow up.	What would make this pitchable for you, and when should I send it?
Meet the Media, as the PR	Send the client with one clear message and one link; stay out of the queue.	What can we tell you that has not already been covered, and who else should we speak to?
A venue programmer, for a shoot	Ask months ahead; describe the film, the crew size and the no-phone rule you will respect.	A two-person handheld crew, first hour only, no faces on the floor, selects to you by Monday?
Sunday, the debrief	Share the agreed action, owner and deadline with the artist and the team.	Three things got agreed this week. Here is who does what, by when.

Mistakes we keep seeing

Mistake we keep seeing	Instead
Five sets and no meetings.	Two or three sets that serve the artist; the meetings that move twelve months.
Bringing the artist to every meeting.	Only where presence closes something; protect the work ethic, do not spend it.
Mass releases in the week of 1 September.	Small and in person: interview blocks, a dinner for ten, a listening session.
Livestreaming every conversation; posting "big things happening" every twenty minutes.	Behind-the-scenes material for the follow-up, posted after the week.
Assuming a press pass covers PRs or filming.	Pro Pass for the publicist; written venue OK and permits for the crew.
Filming faces on a dancefloor.	Shelter, The Loft and RADION enforce it; losing the venue costs a year.
Leaving the follow-up to the artist.	48 hours, one to four weeks, January: the manager's job.

What veterans say

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

“An important place for us to get aligned on the year ahead.”

Jon Sax · booking agent, on ADE with manager Leticia van Riel, Mission Makers, recorded at ADE, 2023 · source [↗](#)

“If you feel like you're hungry, thirsty, or sleepy, you probably should listen to your body.”

Jan-Willem van de Ven · managing director, ADE, Mixmag, 2026 · source [↗](#)

“Remember: everyone is someone's cousin's mate who "knows people."”

Decoded Magazine · the Decoded ADE survival guide, Decoded, 2025 · source [↗](#)

“Networking in person helps artists stand out in ways that emails and DMs simply can't.”

MN2S · agency and label services, on ADE 2025, MN2S, 2025 · source [↗](#)

“Press trips are still very effective as they enable journalists to experience the event first hand.”

Nikki McNeill · Global Publicity, ADE's long-time PR, shesaid.so, 2023 · source [↗](#)

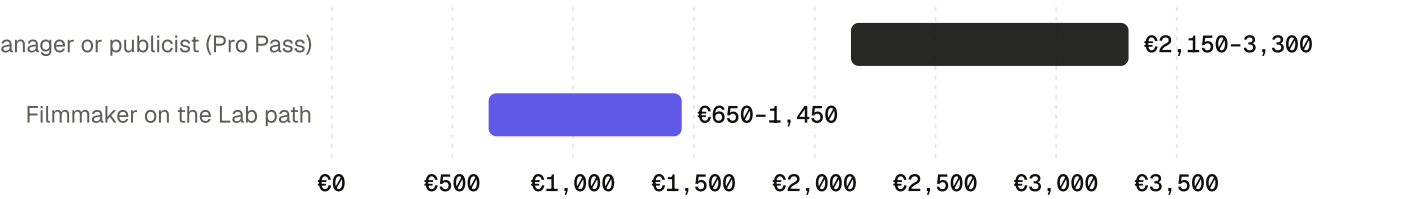
“ADE has helped professionalise the dance industry in a way that would never have been possible otherwise.”

Rens Wilderom · cultural sociologist, University of Amsterdam, University of Amsterdam, 2024 · source [↗](#)

Budget reality

Five nights from elsewhere in Europe, for the manager, publicist or filmmaker alone. Planning bands, not quotes; the artist's own costs sit outside.

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



Line	Manager or publicist (Pro Pass)	Filmmaker on the Lab path
Pass	€795 + 3.77% fee (late rate, almost sold out)	€0 Lab Discovery (free); €149 On Track if accepted
Flights / train	€150–350	€100–250
Bed, 5 nights	€800–1,500 canal ring or De Pijp	€300–600 hostel, shared flat or Noord
Food and coffee meetings	€250–400	€150–250
Transport	GVB included with the pass	€30–60 (GVB, ferries)
Event tickets	2–3 nights, €120–220	1–2 nights, €50–150
PR moments, gear, permits	PR: a dinner for ten or a listening session, budgeted separately	Gear insurance, transport between zones and permits for anything beyond handheld; not published

Fees for sets at ADE below headliner level are widely assumed to be low; no published data exists, so agree them case by case. Permit costs vary by location and footprint.

After ADE: the follow-up is the work

The follow-up is the manager's job, not the artist's. The camera is a tool for the follow-up, not the reason for the trip.

Same night

One line per conversation: who, what they need, what was promised, who owns it.

Within 48 h

The link each contact asked for, with one sentence recalling the conversation; selects to the venues that gave access.

1–4 weeks

The substantive ask: the date, the release, the feature, the premiere. Behind-the-scenes content goes out now, not during the week.

January

The check-in, when agents and promoters fill spring and summer; accreditation and Arts & Culture pitches planned for August.

Hi [name],

Good to meet you at Meet the Managers on Friday – thank you for the steer on [what they said].

As promised, one track and the next six months for [artist]: [private link]. Press kit and dates: [EPK or MavelTree link].

If [the opportunity you discussed] is still open for [quarter], could we take twenty minutes in November? [Two time windows].

[Your name], manager for [artist]

New in 2026, worth knowing

- Meet the Managers (Fri 23, 12:15–13:45, Rosewood) lists sixteen managers; delegates bring development problems, managers decide what they can say yes to. Open to Pro Pass holders. [source ↗](#)
- Meet the Media (Thu 22, 15:45) is by application this year: delegates with a Pro Pass apply by 16 October, 23:59 and are pre-matched with 25 outlets, from DJ Mag, Mixmag and Crack to 3FM, SLAM! and Capital Dance. [source ↗](#)
- New for 2026: Behind the Booking (Wed 21, 14:15, Promoter Hub) puts MDLBEAST, Encode Talent and NOON Agency in one room on what artists, managers and promoters actually want from each other. [source ↗](#)
- Press accreditation closed on 7 September and is strictly for media, journalists and press; applications from PR agents, bookers or promoters are not considered. Publicists work on a Pro Pass. [source ↗](#)
- Building an independent career with Mau P (Fri 23, 16:15, Rosewood Ballroom) brings the artist, his manager, his label and The Pacha Group to one table. [source ↗](#)
- For filmmakers: the 2026 Arts & Culture waves (20 August) carried no films, and the grime documentary Ongepolijst was added later for Friday 23 at 19:45 at Het Ketelhuis. Late additions happen; there is no open call. [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 managers and publicists of Spanish-speaking artists, this is the one afternoon the agencies, labels, promoters and media from home are in one room with their international counterparts. The MavelPoint Room gets the artist's profile and press kit ready on site.

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

Meet the Managers

Fri 23, 12:15, Rosewood.

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

Meet the Media

Thu 22, 15:45; apply by 16 Oct.

amsterdam-dance-event.nl/en/program/2026/meet-the-media/2808148

ADE Press

Accreditation rules; brand and photo packs.

amsterdam-dance-event.nl/en/press

ADE Lab

Free Discovery days for emerging artists.

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

ADE FAQ

Badge pickup, access rules, no booth access via ADE.

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

Pro Pass and tickets

€795 + fees at the late rate;
company discounts.

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

RE:UNION registration

Free QR pass for Thursday 22.

reunionbeyond.com/register

MavelPoint

The artist's 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.

Meet the Managers 2026 [amsterdam-dance-
event.nl/en/program/2026/meet-
the-managers/2808156](https://amsterdam-dance-event.nl/en/program/2026/meet-the-managers/2808156)

Meet the Media 2026 [amsterdam-dance-
event.nl/en/program/2026/meet-
the-media/2808148](https://amsterdam-dance-event.nl/en/program/2026/meet-the-media/2808148)

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 Labels & A&Rs 2026 [amsterdam-dance-
event.nl/en/program/2026/meet-
the-labels-a-rs/2808154](https://amsterdam-dance-event.nl/en/program/2026/meet-the-labels-a-rs/2808154)

Meet the DSPs & Distributors 2026 [amsterdam-dance-
event.nl/en/program/2026/meet-
the-dsps-distributors/2808164](https://amsterdam-dance-event.nl/en/program/2026/meet-the-dsps-distributors/2808164)

Meet the Publishers 2026 [amsterdam-dance-
event.nl/en/program/2026/meet-
the-publishers/2808166](https://amsterdam-dance-event.nl/en/program/2026/meet-the-publishers/2808166)

Behind the Booking (Promoter Hub) [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)

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)

Culture and Ownership: a conversation with Cruel Santino [amsterdam-dance-
event.nl/en/program/2026/culture-
and-ownership-a-conversation-
with-cruel-santino/2893940](https://amsterdam-dance-event.nl/en/program/2026/culture-and-ownership-a-conversation-with-cruel-santino/2893940)

Film premiere: 20 years of grime in the Netherlands [amsterdam-dance-
event.nl/en/program/2026/film-
premiere-drinks-20-years-of-
grime-in-the-netherlands/2893776](https://amsterdam-dance-event.nl/en/program/2026/film-premiere-drinks-20-years-of-grime-in-the-netherlands/2893776)

ADE Press page [amsterdam-dance-
event.nl/en/press](https://amsterdam-dance-event.nl/en/press)

ADE 2026 press accreditation form [docs.google.com/forms/d/e/1FAIpQL
SexF69cUzfPsrnGXfjVZ6qdWuLIwyY_i6
fVsw3kP-MdBZ1g9Q/viewform](https://docs.google.com/forms/d/e/1FAIpQLSexF69cUzfPsrnGXfjVZ6qdWuLIwyY_i6fVsw3kP-MdBZ1g9Q/viewform)

ADE Lab [amsterdam-dance-
event.nl/en/ade-lab](https://amsterdam-dance-event.nl/en/ade-lab)

ADE Arts & Culture 2026, part two (Aug 2026) [amsterdam-dance-
event.nl/en/news/ade-arts-
culture-part-two/2828750](https://amsterdam-dance-event.nl/en/news/ade-arts-culture-part-two/2828750)

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

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

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

Mixmag: industry insider interview with Jan-Willem van de Ven (Sep 2026) [mixmag.net/feature/industry-
insider-interview-amsterdam-
dance-event-managing-director-
jan-willem-van-de-ven](https://mixmag.net/feature/industry-insider-interview-amsterdam-dance-event-managing-director-jan-willem-van-de-ven)

Decoded: the ADE survival guide (Aug 2025) [decodedmagazine.com/the-decoded-
ade-survival-guide](https://decodedmagazine.com/the-decoded-ade-survival-guide)

MN2S: Amsterdam, the mecca of electronic music (Oct 2025) [mn2s.com/news/label-
services-resources/amsterdam-the-
mecca-of-electronic-music-ade-
2025](https://mn2s.com/news/label-services-resources/amsterdam-the-mecca-of-electronic-music-ade-2025)

shesaid.so: member spotlight Nikki McNeill (2023) [shesaid.so/blog/2023/12/8/member-
spotlight-nikki-mcneil](https://shesaid.so/blog/2023/12/8/member-spotlight-nikki-mcneil)

Billboard 2022: ADE organisers interview (Meindert Kennis on ADE Lab) [billboard.com/music/features/ade-
amsterdam-dance-event-2022-
organizers-interview-dance-
industry-conference-1235156876](https://billboard.com/music/features/ade-amsterdam-dance-event-2022-organizers-interview-dance-industry-conference-1235156876)

UKF: ADE diary, day 1 (2015) ukf.com/read/ade-diary-day-1

Melkweg: ADE film programme 2024 [melkweg.nl/en/news/ade-film-
programme-2024-announced](https://melkweg.nl/en/news/ade-film-programme-2024-announced)

Motion One: filming permits in the Netherlands [motionone.eu/blog/filming-
permits-netherlands](https://motionone.eu/blog/filming-permits-netherlands)

If It Ain't Dutch: Amsterdam nightlife etiquette [ifitaintdutchitaintmuch.com/blog/
amsterdam-nightlife-etiquette-
unwritten-rules](https://ifitaintdutchitaintmuch.com/blog/amsterdam-nightlife-etiquette-unwritten-rules)

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)

University of Amsterdam: ADE and the rise of dance (Rens Wilderom, Oct 2024) [uva.nl/en/shared-
content/faculteiten/en/faculteit-
der-maatschappij-en-
gedragwetenschappen/news/2024/10/
ade-and-the-rise-of-dance.html](https://uva.nl/en/shared-content/faculteiten/en/faculteit-der-maatschappij-en-gedragwetenschappen/news/2024/10/ade-and-the-rise-of-dance.html)



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.