

ROLE GUIDE · MEDIA, JOURNALISTS & PHOTOGRAPHERS

Media & journalists

Find the stories only this week can give you.

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 is where the industry is in one room for five days: announcements, deals, the state-of-the-industry panels and the interviews you cannot get by email. This guide is for journalists, editors, photographers, broadcasters and podcasters; it turns the week into two or three features you could not write from home, a guide your readers use, a gallery and ten relationships that answer in March.



Camera detail.

Markus Winkler / Unsplash

Who this is for, and what to leave with

Three kinds of outlet cover ADE. Filmmakers and content creators without an outlet have their own guide.

Two or three features that only exist because the industry was in one room; one guide readers actually use; a gallery; and ten PRs, label managers and artists who answer your emails in March.

Profile	What ADE is for, in this case
Journalist or editor	Magazine, site, radio or podcast. Here for trade stories by day, sources by night and the interviews that need a room.
Photographer or video crew	Here for the gallery and the recap. Access to booths and dancefloors is negotiated with each promoter, in writing.
Broadcaster or streamer	Here to go live or record. Needs a quiet place to file, permissions for anything beyond handheld, and a plan for no-phone floors.

Stage	Realistic goal for the week	First move
First ADE	Understand the rhythm; publish one guide and one recap.	Three angles, two to four rooms a night, file daily.
Regular	Two features from the conference Q&As; ten new sources.	Insider Knowledge sessions for quotes; the mixer circuit for sources.
Established outlet	Exclusives pre-booked through PRs and labels; a photo pass per venue.	Interview blocks at PR HQs; camera access agreed with promoters in September.
Broadcaster	A live or recorded programme that sounds like the week.	Studio or quiet room booked; permits for rigs; artists confirmed with their PRs.

Numbers that shape the week

What was listed on the official pages on 14 October.

Meet the Media Thu 15:45 Rosewood. 25 editors and broadcasters listed, from DJ Mag, Mixmag, Crack, IQ and Pollstar to 3FM, SLAM! and Capital Dance. You are the one being met; delegates apply by 16 Oct.	Press accreditation Closed 7 Sep Journalists only; PR agents, bookers and promoters are refused. Prepare August 2027 with a coverage plan tied to the themes.	Press pass ≠ photo pass Ask the promoter ADE cannot arrange booth or backstage access; agree camera access with each venue in writing. Several floors are no-phone.	Rooms a night 2-4 Not eight. Single tickets for the must-cover nights; the badge for the rest, arriving early.
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Before ADE

The accreditation window is early September. Reading this the week before? Start at "One week out" and diary August for 2027.

August · accreditation

☐ Apply individually with a coverage plan built on the edition's themes: 30 years, consolidation, big tech, collective action, AI. [link ↗](#)

- ☐ Pick three angles you can own; the plan tied to the theme is what gets rewarded.

September · the PR wave

- ☐ Sort lineup releases into your three angles from 26 August; ignore the rest.
- ☐ Pre-book interview blocks through PRs and labels; ask for last-minute slots when schedules change.
- ☐ Arrange club photo and video access directly with each promoter, in writing; check which floors are no-phone.
- ☐ Book a quiet place to film and file: hotel room, hub or a co-working desk near the canal ring.

October · pre-write

- ☐ Pre-write the guide; guides get read, live blogs do not. Plan the recap and gallery deadlines.
- ☐ Check you are listed for Meet the Media; delegates apply to meet you by 16 October 23:59. [link ↗](#)

One week out

- ☐ Single tickets for the must-cover nights; the badge for the rest, arriving early.
- ☐ Shot list and interview list on the phone; chargers, cards, a card with a QR to your outlet and portfolio.
- ☐ Personalise the pass or there is no QR code; bring ID to the badge pickup.

Bring

Three angles, written down

Interview list with PR contacts

Card with a QR to the outlet

Camera permissions, in writing

Pre-written guide skeleton

Tickets for the must-cover nights

The week, day by day

Fourteen items checked on the official programme on 14 October, including Meet the Media and the grime documentary premiere. 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
12:45-13:30 Music & Machines: artists across generations Rosewood · Ballroom	12:15-13:00 Spotify Essential Insider Knowledge Felix Meritis · Zuilenzaal	12:30-13:15 Why Humans Still Need Dancefloors? Felix Meritis · Shaffyzaal	13:30-14:00 Culture and Ownership with Cruel Santino Felix Meritis · Shaffyzaal	Open day: meetings, lobbies, follow-ups
All week · 21-25 Oct Het Ei by Touki Delphine Westerpark	13:45-16:30 The Chorus Showcase ADE Startup Class of '26 Felix Meritis · Concertzaal	13:45-14:45 Artists on AI, A No-BS Roundtable Felix Meritis · Shaffyzaal	14:30-16:00 Meet the focus-region professionals Felix Meritis · Shaffyzaal	
	14:00-19:00 Afro House Summit LuminAir · Oosterdoksstraat 4, level 11	14:15-15:00 Micro Communities: Connected Locally, Impacting Globally Felix Meritis · Teekenzaal 2		
	14:30 → early evening RE:UNION · ADE 2026 Q-Factory · free with QR pass	19:45-22:00 Ongepolijst: 20 years of grime in the Netherlands (film premiere & drinks) Het Ketelhuis · Zaal 1, Westergas		
	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			

- 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

Days are for trade stories, evenings for sources, nights for two to four rooms. File daily; the stories are perishable, the galleries are not.

Day	Morning	Afternoon	Evening and night
Wed 21	Badge; interview blocks at PR HQs and label offices	Music & Machines 12:45; Business Hub lobbies for sources	Jarre at AFAS Live (concert ticket) or two rooms with camera access
Thu 22	Spotify 12:15; file the Wednesday story	Startups 13:45; RE:UNION, Q-Factory from 14:30; Gatekeep 15:30; Meet the Media 15:45; 30 Years 16:45	Afro House Summit mixer; label mixers for sources
Fri 23	ADE Green at Felix Meritis; Dancefloors 12:30	AI roundtable 13:45; Micro Communities 14:15; file	Ongepolijst premiere 19:45 at Het Ketelhuis; one club with arranged access
Sat 24	Culture Hub; Het Ei in Westerpark for the picture	Santino 13:30; focus regions 14:30	The gallery night: pit rules, no flash, first three tracks
Sun 25	Recap filed; gallery edited	Keriko at Meet Berlage if the Latin story needs a scene	Home; the thank-you notes start 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	12:45–13:30	Music & Machines: artists across generations	Rosewood · Ballroom	Jarre, Armin van Buuren, JakoJako and Lady Starlight in one conversation: quotes on the record for the 30-years story.	Pro Pass
21–25	Public installation · day and night	Het Ei by Touki Delphine	Westerpark	Touki Delphine's public installation in Westerpark, day and night: the Arts & Culture image of the week, no permission needed.	Free public installation
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	13:45–16:30	The Chorus Showcase ADE Startup Class of '26	Felix Meritis · Concertzaal	The 2026 startup cohort pitching for three hours: the music-tech stories of next year, with founders in the room.	Pro Pass
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

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	You are the ones being met: pre-matched one-to-ones with delegates who applied to pitch you. A story-finding tool.	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	12:30– 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	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	14:15– 15:00	Micro Communities: Connected Locally, Impacting Globally	Felix Meritis · Teekenzaal 2	Community builders, including Colombia's Alejandra Gómez, on local scenes versus reach: a feature in waiting.	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: thirty minutes, one strong interview angle.	Pro Pass
Sat 24	14:30– 16:00	Meet the focus-region professionals	Felix Meritis · Shaffyzaal	Professionals from Brazil, Africa and the Middle East: the regions the edition is built around, in one room.	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 LuminAir**
Oosterdoksstraat 4 · 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

Insider Knowledge and Q&A formats yield quotes; branded panels rarely do. Sources are made between 17:00 and 01:00.

Moment	Do this	Say or ask
Meet the Media, Rosewood	Listen for the story, not the pitch; collect links, promise nothing but a reply.	What can you tell me that has not already been covered, and who else should I speak to?
An Insider Knowledge Q&A	Sit near the front, ask one specific question, record with permission.	Can I quote you on that for [outlet]? One follow-up by email this week?
A label mixer, 19:00	Skip the paid dinner; have the one with the A&R who will brief you all year.	What changed in your release plan this year that nobody has written about?
A promoter, before the night	Agree camera access, zones and the no-phone rule in writing; introduce yourself to the stage manager.	First three tracks from the pit, no flash, and I send you the selects by Monday?
Sunday, before the flight	Recap and gallery within the week; features within the month while interviews are exclusive.	Nothing. File.

Mistakes we keep seeing

Mistake we keep seeing	Instead
Applying late, or as a PR or promoter, and being refused.	Apply in August, individually, with a coverage plan on the themes.
Covering the week as a fan with a badge.	Three angles, two to four rooms a night, something publishable every day.
Assuming the badge means booth or backstage access.	Ask each promoter in writing; a press pass is not a photo pass.
Filming on dancefloors where it is prohibited.	Shelter, The Loft and RADION enforce it; losing the venue relationship costs a year.
Live-covering everything.	A guide before and a recap after are read ten times more.
No thank-you notes.	A note to every PR and label manager you met: what you covered, what you want next year.

What veterans say

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

“...the entire electronic music ecosystem pauses its relentless forward motion and takes stock...”

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

“Don't try to do everything, you can't! It's physically impossible. That's probably the most common mistake.”

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

“ADE is like the Cannes Film Festival: an event where many people share the same passion and help build a great community.”

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

“All the over-priced DJ dinners in Amsterdam can't top this.”

Joshua Glazer · on dinner with an A&R instead of a paid seminar, Cuepoint, 2014 · [source ↗](#)

“Step into the now and truly live the moment.”

Zep Fransen · Shelter, on its no-phone dancefloor, Mixmag, 2025 · [source ↗](#)

“Electronic Music's UN Summit... Good Luck Making It To Your 9am Panel.”

DJ Mag · headline and standfirst of its ADE feature, DJ Mag, 2014 · [source ↗](#)

Budget reality

Five nights from elsewhere in Europe. Planning bands, not quotes; the pass is free if you are accredited.

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



Line	Accredited journalist (press pass)	Not accredited (Pro Pass)
Pass	€0 with accreditation (Pro benefits minus the bag)	€795 + 3.77% fee (late rate, almost sold out)
Flights / train	€150–350	€150–350
Bed, 5 nights	€500–1,000 hostel, shared flat or Noord	€800–1,500 canal ring or De Pijp
Food and coffee meetings	€150–300	€250–400
Transport	GVB included with the pass	GVB included with the pass
Event tickets	2–3 must-cover nights, €120–220	2–3 nights, €120–220
Gear, insurance, permits	—	Crews: add gear insurance, transport between zones and permits for anything beyond handheld

Drones are effectively out in central Amsterdam because of Schiphol's airspace. A handheld crew needs no permit in public space; rigs, lighting and closures do, with five to ten working days' lead time.

After ADE: the follow-up is the work

Recaps and galleries within the week; features within the month, while the interviews are still exclusive.

Same night

File the day's story; back up the cards; one line per source: who, what they said, what they want.

Within the week

Recap and gallery published; selects sent to the promoters who gave you access.

Within the month

The two or three features, while the interviews are exclusive.

By December

A note to every PR and label manager you met: what you covered, what you want next year. Diary August for accreditation.

Hi [name],

Good to meet you at Meet the Media on Thursday. The [angle] story is running on [date]; here is the draft question list: [three questions].

Could [artist / label head] give me twenty minutes by [date], by call or voice note? I can send the quotes back for checking.

Selects from [night], as promised: [link].

[Your name], [outlet]

New in 2026, worth knowing

- Meet the Media (Thu 22, 15:45–17:15, Rosewood) is now by application: delegates with a Pro Pass apply by 16 October, 23:59 and are pre-matched. 25 media listed, including DJ Mag, Mixmag, Mixmag Brazil, Crack, IQ, Pollstar, VICE, DJSound (Spain), 3FM, SLAM! and Capital Dance. [source ↗](#)
- Press accreditation for 2026 closed on 7 September; passes are strictly for media, journalists and press, and applications from PR agents, bookers or promoters are not considered. Photo packs 2016–2025 and the 30 YEARS brand pack are downloadable from the press page. [source ↗](#)
- The 30th edition's stories: Jean-Michel Jarre as guest of honour with the Oxygène concert at AFAS Live on 21 October and a keynote at ADE Pro; the "30 Years of ADE" talk with Anna Knaup, Richard Zijlma and Maria Jimenez on Thursday. [source ↗](#)
- ADE and VibeLab launch the Nighttime Culture Index at ADE Pro: a public dashboard on the cultural vitality of nightlife in Amsterdam, Lagos, New York, São Paulo, Seoul and Sydney. A data story with six city coordinators to interview. [source ↗](#)
- Ongepolijst, the documentary on twenty years of Dutch grime, premieres on Friday 23 at 19:45 at Het Ketelhuis (Westergas), with drinks and the scene in the room. [source ↗](#)
- Programme completed on 6 October: 3,600+ artists, 1,300+ events, 300+ venues. Pro Pass at the late rate, €795 + 3.77% fee, almost sold out. [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 media covering the Spanish-speaking scene, this is the one afternoon its agencies, labels, promoters and artists are in one room with their international counterparts: interviews, a panel and the Local Circuit live.

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

ADE Press

Accreditation, photo packs 2016–2025, brand packs.

amsterdam-dance-event.nl/en/press

Meet the Media

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

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

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, if not accredited.

amsterdam-dance-event.nl/en/tickets

Jean-Michel Jarre, AFAS Live

Wed 21, 20:00–23:00; separate concert ticket.

amsterdam-dance-event.nl/en/program/2026/jean-michel-jarre/2802123

RE:UNION registration

Free QR pass for Thursday 22.

reunionbeyond.com/register

MavelPoint

Artist profiles and press kits in one link.

mavelpoint.com

Sources 27

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

ADE Press page amsterdam-dance-event.nl/en/press

ADE 2026 press accreditation form docs.google.com/forms/d/e/1FAIpQLSexF69cUzfPsmGXfjVZ6qdWuLIwyY_i6fVsw3kP-MdBZlg9Q/viewform

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

ADE tickets amsterdam-dance-event.nl/en/tickets

Music & Machines: Jarre, Van Buuren, JakoJako, Lady Starlight amsterdam-dance-event.nl/en/program/2026/jmj-music-machines-a-conversation-between-artists-from-different-generations/2812456

The Chorus Showcase, ADE Startup Class of '26 amsterdam-dance-event.nl/en/program/2026/the-chorus-showcase-ade-startup-class-of-26/2813951

Culture and Ownership: a conversation with Cruel Santino 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

Het Ei by Touki Delphine amsterdam-dance-event.nl/en/program/2026/het-ei-by-touki-delphine/2861525

ADE news: 30 YEARS ADE and Jean-Michel Jarre as guest of honour amsterdam-dance-event.nl/en/news/amsterdam-dance-event-celebrates-30-years-ade-and-invites-electronic-music-legend-jean-michel-jarre-as-guest-of-honour/2804461

ADE × VibeLab: Nighttime Culture Index amsterdam-dance-event.nl/en/news/ade-and-vibelab-collaborate-to-produce-the-nighttime-culture-index-a-global-first/2844824

ADE news: programme complete, 3,600+ artists amsterdam-dance-event.nl/en/news/amsterdam-dance-event-completes-program-for-landmark-30-years-ade-with-3-600-artists/2930003

Decoded: why ADE still matters after a decade (Damion Pell, Oct 2025) decodedmagazine.com/why-amsterdam-dance-event-still-matters-reflections-after-a-decade-of-attendance

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

Cuepoint: six takeaways from ADE (2014) medium.com/cuepoint/six-takeaways-from-the-amsterdam-dance-event-b0ff8d0069d3

Mixmag: Amsterdam's A'DAM Tower encourages a no-phone dancefloor (Oct 2025) mixmag.net/read/amsterdams-adam-tower-encourages-a-no-phone-dancefloor-news

DJ Mag: Electronic Music's UN Summit (2014) top100djs.djmag.com/content/dj-mag-amsterdam-dance-event

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

Gigwise: 9 things we learned at ADE 2018 gigwise.com/features/3287367/9-things-we-learned-at-amsterdam-dance-event-2018

Keyi Magazine: ADE conference 2024 keyimagazine.com/2024/10/09/ade-conference-2024

If It Ain't Dutch: Amsterdam nightlife etiquette ifitaintdutchitaintmuch.com/blog/amsterdam-nightlife-etiquette-unwritten-rules

Michiel Ton: festival photography tips michieltan.com/post/festival-photography-tips-for-beginners-7-things-you-need-to-know

Motion One: filming permits in the Netherlands motionone.eu/blog/filming-permits-netherlands

RA: ADE 2024 guide ra.co/news/81436

TripProf: ADE 2026 budget guide 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-gedragswetenschappen/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

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