

ROLE GUIDE · PRODUCERS

Producers

Get useful feedback. Find the right ears.

21-25 Oct 2026

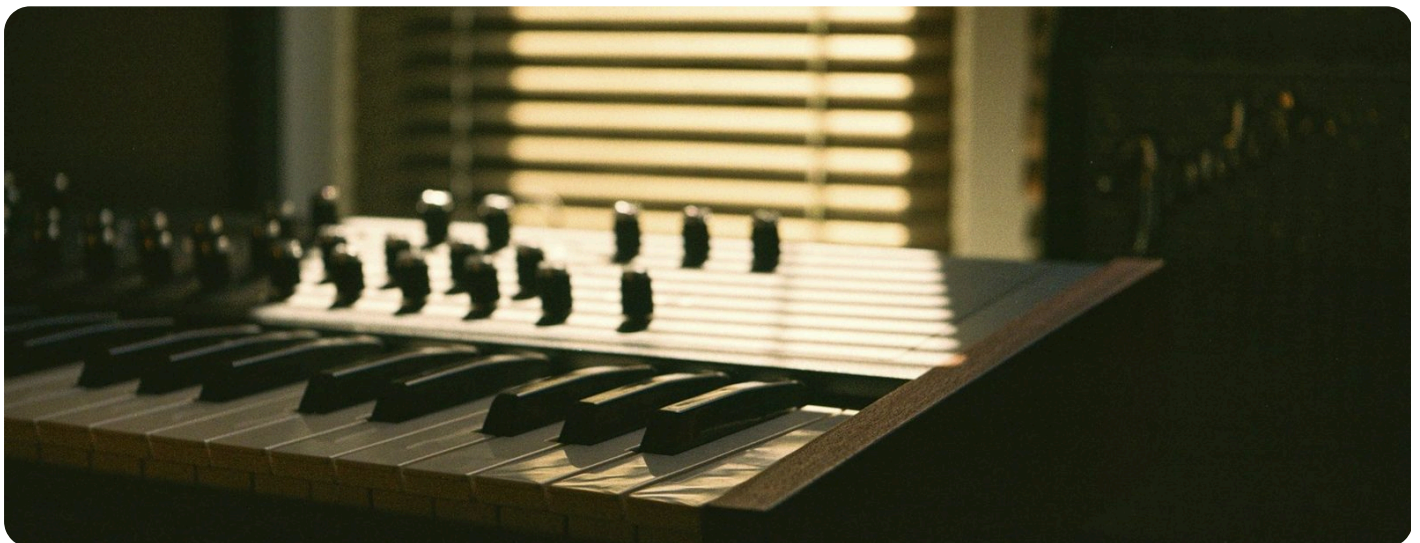
Amsterdam · 30th edition

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

1,200+ events · 300+ venues

Programme checked 14 Oct

Nobody gets signed in a ten-minute slot. What ADE gives producers that nothing else does is the formal route to A&R ears: the Lab, label demo drops, Demolition and the Meet the... rooms, all in one week. This guide gets you there with one or two finished tracks, one question and a follow-up they answer.



Synthesizer in a recording studio.

Mykyta Kravčenko / Unsplash

Who this is for, and what to leave with

Two producers go to ADE, and many readers are also DJs.

Feedback and contacts, not signings: two tracks heard by the right A&Rs, publishers and distributors, one specific note on what would make them releasable, and a name with permission to follow up. Any signing happens months later.

Profile	What ADE is for, in this case
Bedroom producer	Unreleased music on a hard drive. Here to find out whether it is any good and how a label actually hears it.
Active producer	Releases on small or mid-size labels. Here for publishing, sync, distribution, the next label and, increasingly, collaborators.
DJ-producer	Both at once. Use this guide for the music; the DJ guide covers bookings, agents and promoters.

Stage	Realistic goal for the week	First move
Exploring	Leave knowing how a label hears a track and what to practise next.	Lab Discovery (free): Gear Test Lab, one open session, one peer to follow up with.
First releases & gigs	Honest feedback on two finished tracks from people who release your sound.	Private links on your phone; one A&R conversation; ask what would make it releasable.
Building momentum	Fill the gap: publishing, distribution, sync or the next label.	Book meetings with the people who hold that door; bring a release plan.
Established	Refresh the relationships that move your catalogue and the next record.	A shortlist of decisions; meeting time reserved before panels and nights.

Numbers that shape the week

Submissions a week

≈ 30,000

What Beatport alone receives, per its SVP Helen Sartory at ADE 2023. Play the bar a DJ would want to hear first.

Meet the Labels & A&Rs

Wed 15:30

Rosewood Courtyard/Atrium · Pro Pass · twelve A&Rs incl. Sony, Universal, Believe, Monstercat, STMPD and fabric. No sign-up: arrive early.

Sync application

Closed 11 Oct

BMIM Meet the Sync Pros is matched by application; twenty sync pros incl. Netflix. Diary 9 September for 2027.

Lab Discovery

Free

Wed–Fri 10:00–18:00 at Westergas: register online, wristband at the desk. Gear Test Lab at Het Ketelhuis.

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 summer items for 2027.

Summer · three months out	
☐	Apply for ADE Lab On Track (Producer Track): €149, three days, full attendance; 2026 applications closed 6 September. link ➤
☐	Choose one to three finished, clean tracks, playable within thirty seconds, for the labels you will meet.
☐	With releases out, ask your label about its showcase and a demo session you can help run.

- ☐ Book accommodation: Westerpark if your week is Lab-heavy, the canal ring for the Pro rooms. [link ↗](#)

September · database opens

- ☐ Decide the pass: Discovery is free (gear, open sessions); Pro adds the Meet the... rooms and the database. [link ↗](#)
- ☐ Apply for BMIM Meet the Sync Pros from 9 September: three sync pros, one motivation each; deadline 11 October. [link ↗](#)
- ☐ Build the target list from the demo-drop hosts and the Meet the... line-ups: 10–15 names, one reason each.
- ☐ Message the cold names with a reason and a cheap request: one private link, two time windows.

One week out

- ☐ Register for Lab Discovery (free wristband) and read the On Track schedule for sessions open to everyone. [link ↗](#)
- ☐ Diary the rooms: Labels & A&Rs Wed 15:30, DSPs & Distributors Thu 13:15, Publishers Fri 14:30, Demolition Sat 16:15. [link ↗](#)
- ☐ Tracks on the phone and a clean USB; a QR card to one link; the one-sheet as a PDF.
- ☐ Write the one question you will ask in every slot and the three talking points.

Bring

Two finished tracks, offline

Private links with download

One-sheet: three releases, one paragraph

QR card to one link

Clean USB, nothing else on it

The one question

The week, day by day

Thirteen 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	Open day: meetings, lobbies, follow-ups
12:30-13:15 Bandcamp Essential Insider Knowledge Felix Meritis · Shaffyzaal	12:15-13:00 Spotify Essential Insider Knowledge Felix Meritis · Zuilenzaal	13:45-14:45 Artists on AI, A No-BS Roundtable Felix Meritis · Shaffyzaal		
12:45-13:30 Music & Machines: artists across generations Rosewood · Ballroom	13:15-14:45 Meet The DSP's & Distributors Rosewood · Courtyard/Atrium	14:30-16:00 Meet the Publishers Rosewood · Courtyard/Atrium		
15:30-17:00 Meet The Labels & A&Rs Rosewood · Courtyard/Atrium	14:00-19:00 Afro House Summit LuminAir · Oosterdoksstraat 4, level 11	continues Gear Test Lab Het Ketelhuis · Westergas		
15:30-17:00 BMIM Meet the Sync Pros Felix Meritis · Koepelzaal	14:30 → early evening RE:UNION · ADE 2026 Q-Factory · free with QR pass			
Within Discovery hours Gear Test Lab Het Ketelhuis · Westergas	15:00-17:00 Meet Arturia at MIDI Amsterdam MIDI Amsterdam · Overtoom 431			
	continues Gear Test Lab Het Ketelhuis · Westergas			

- 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. The Lab's public demo pitch desk is not yet listed for 2026: ask at the Westergas desk on Wednesday at 10:00.

Day	Morning	Afternoon	Evening and night
Wed 21	Badge at Felix Meritis, or Westergas at 10:00 for the Lab path	Music & Machines 12:45; Meet the Labels & A&Rs 15:30, Rosewood	Your own label's showcase, or a label night of someone you met
Thu 22	Spotify 12:15; Meet the DSPs & Distributors 13:15	RE:UNION, Q-Factory from 14:30; Arturia at MIDI 15:00 if gear matters	Label nights of the people you met today
Fri 23	Gear Test Lab early; Lab Discovery's last day	Artists on AI 13:45; Meet the Publishers 14:30	A small label night where you can talk
Sat 24	Coffee with the week's best contacts	Demolition 16:15, Zuilenzaal; Culture Hub at Felix Meritis	The night you bought a ticket for
Sun 25	Brunch, notes, the 48-hour messages	Rest, or a daytime listening session	Home

Sessions worth your time 13 picks

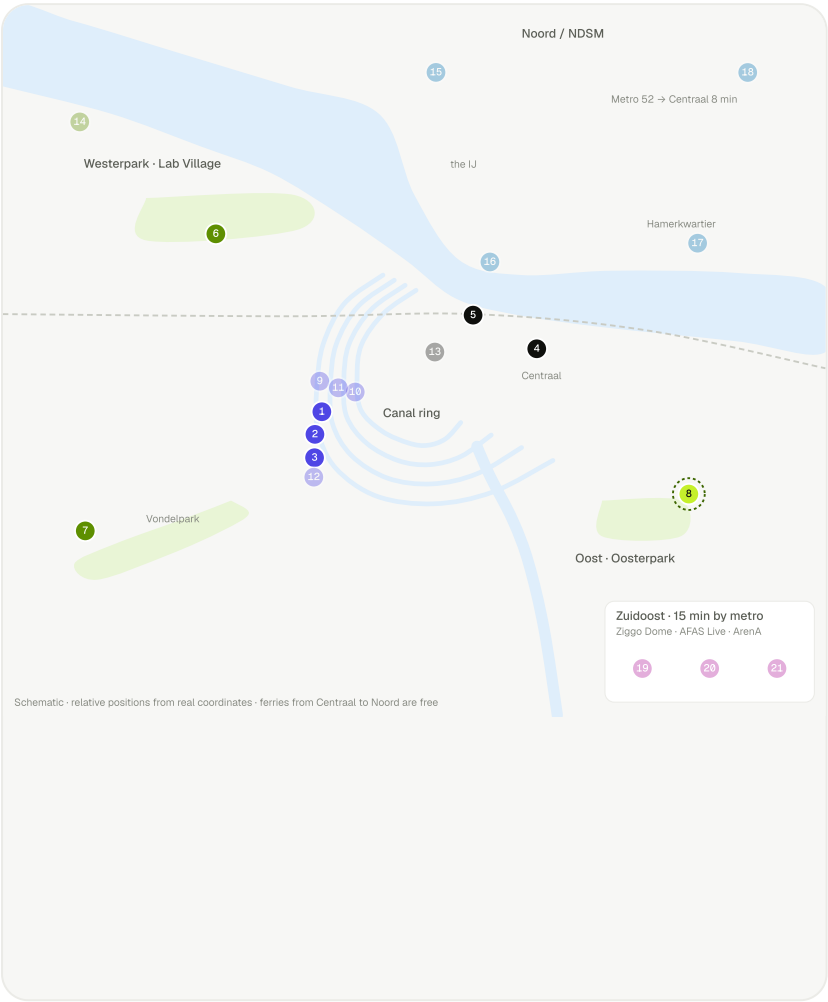
Why each one earns a slot, and what access it needs. A saved pick is not a ticket.

Day	Time	Session	Venue	Why go	Access
21-23	10:00-18:00 daily	ADE Lab Discovery	Westergas · Lab Village	Free: open sessions, product demos and the Gear Test Lab at Westergas. Register first, wristband at the desk.	Free · registration + wristband
Wed 21	12:30-13:15	Bandcamp Essential Insider Knowledge	Felix Meritis · Shaffyzaal	Aly Gillani and Deniz Everling on Scheduled Release and Bandcamp radio. Time moved from 13:45.	Pro Pass
Wed 21	12:45-13:30	Music & Machines: artists across generations	Rosewood · Ballroom	Jean-Michel Jarre, Armin van Buuren, JakoJako and Lady Starlight on tools and the music they shape.	Pro Pass
Wed 21	15:30-17:00	Meet The Labels & A&Rs	Rosewood · Courtyard/Atrium	Twelve A&Rs incl. Sony, Universal, Believe, Monstercat, STMPD and fabric. Match your sound to the label first.	Pro Pass
Wed 21	15:30-17:00	BMIM Meet the Sync Pros	Felix Meritis · Koepelzaal	Application closed 11 October. If you applied, BMIM confirms your matches; otherwise diary 9 September for 2027.	Pro Pass + separate application

Day	Time	Session	Venue	Why go	Access
21–23	Within Discover y hours	Gear Test Lab	Het Ketelhuis · Westergas	Arturia, AlphaTheta, KORG, Roland, Yamaha and some 25 brands in all at Het Ketelhuis. Go early.	Free · Discover y wristband
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 pros from Beatport, Believe, Deezer, The Orchard, AWAL, SoundCloud, Bandcamp and LabelWorx. Ask who holds the priority list.	Pro Pass
Thu 22	14:00–19:00	Afro House Summit	LuminAir · Oosterdoksstraat 4, level 11	If you make afro house: A&R sessions and an industry mixer at LuminAir. Guest list registration first.	Guest list · registration required
Thu 22	15:00–17:00	Meet Arturia at MIDI Amsterdam	MIDI Amsterdam · Overtoom 431	Hands-on with an Arturia product specialist at MIDI Amsterdam; entry conditions not stated, check the page.	Check event page
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	Two publishers listed so far (Copyright Power, Believe/Sentric): know which works you control before you go.	Pro Pass
Sat 24	16:15–17:45	Demolition XXIX	Felix Meritis · Zuilenzaal	Live feedback from Joseph Capriati, BT, Pooja B and Louisahhh, hosted by Dave Clarke. Submission details still to come.	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

MIDI Amsterdam
Overtoom 431 · Session venue 2026 · info
- 8

Q-Factor
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-Factor 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

One question per slot, written down beforehand. Listen more than you talk.

Moment	Do this	Say or ask
Meet the Labels & A&Rs, Rosewood, Wed 15:30	Short introductions, then one-to-one. Pick the A&R who releases your sound, not the biggest name.	What is the strongest part of this track, and what should I change before releasing it?
A ten-minute demo slot or demo drop	Play from the bar a DJ would hear first; listen more than you talk; leave with a name and permission.	Who should I be sending this to?
Meet the DSPs & Distributors, Thu 13:15	Bring the release outline and one number. Ask how pitching actually works at their platform.	Who sends you the priority list, and what gets a track onto it?
Meet the Publishers, Fri 14:30	Know which works you control and who co-wrote them. One question about admin, sync or splits.	What would you need from me to pitch this catalogue?
Andaz lobby, late afternoon	Ask what they are working on; the demo on your phone, offered once, never pushed.	Can I send you the one track you asked about next week?
Backstage at 03:00	Do not AirDrop anything to anyone. Enjoy the night; send the message on Monday.	Nothing. Dance.

Mistakes we keep seeing

Mistake we keep seeing	Instead
Expecting a signing in a ten-minute slot.	Ask what would make the track releasable; the signing, if any, comes months later.
AirDropping unreleased tracks to strangers, or handing over a full folder on USB.	One or two finished tracks, one private link, a card.
Pitching the famous label instead of the one that releases your sound.	Build the target list from the demo-drop hosts and the Meet the... line-ups.
Assuming Lab and Pro are next door to each other.	Westergas is 15–25 minutes from the canal ring; plan Lab days and Pro days.
Skipping the rights and distribution sessions because they sound boring.	They are the part of the week with the highest financial return.
Sending a different track the next morning.	Send only what they agreed to receive; wait a week before anything else.
Coming without the question.	Write it down: strongest part, what to improve, who else should hear it.

What veterans say

Verbatim, from public interviews and articles; the source is linked on each card. Darude's frame from his 2023 Lab demo session comes first: ["In music production, there are no shortcuts."](#)

"Don't make stuff for anybody else. Make it for yourself... try not to make something you think the marketplace wants."

Darude · Producer, ADE Lab, 2023 · [source ↗](#)

"It's the distributors that send us their list of priorities every week... and we do listen to everything on that priority list."

Helen Sartory · SVP Creator Services, Beatport, Billboard, 2023 · [source ↗](#)

"Sending more than one or two demos at once is often a sure-fire way to get your demos overlooked."

Toolroom Academy · Demo submission rules, [toolroomacademy.com](#) · [source ↗](#)

"There are no rules in making music, which means there's endless learning from everyone else."

LUXE · Producer, ADE Lab mentor, ADE news, 2024 · [source ↗](#)

"...seeing it resonate with others, especially in the contest, feels really rewarding."

stay vaag (Julia Kuipers) · Producer, Demolition XXVII winner, ADE news, 2024 · [source ↗](#)

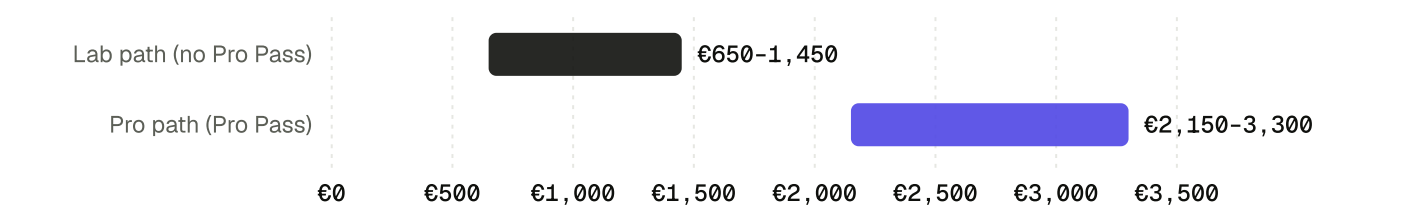
"Find real people, find your freedom, and don't sell yourself out."

Narciss · Producer and DJ, ADE Lab speaker, ADE news, 2024 · [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	Lab path (no Pro Pass)	Pro path (Pro Pass)
Pass	€0 Lab Discovery (free); €149 On Track if you were accepted	€795 + 3.77% fee (late rate, almost sold out)
Flights / train	€100–250	€150–350
Bed, 5 nights	€300–600 hostel, shared flat or Westerpark	€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

Lab Discovery is free; in 2025 Demolition required a Pro or Lab pass and your presence. Showcase and studio costs are not published. Early-bird and medium Pro Pass rates have closed for 2026.

After ADE: the follow-up is the work

Signings rarely happen at ADE; the feedback does. Every "send me something in November" becomes a dated line.

Same night

One line per person: who, what they asked for, when it is due. A dated list, not a memory.

Within 48 h

The one track to the one person, quoting their feedback. Nothing else attached.

1–4 weeks

Wait a week before a different track. Then the substantive ask: the release, the split, the pitch.

January

When A&Rs have caught up, follow up once with what changed. Apply for On Track and the sync meetings in summer.

Hi [name],

Thanks for the ten minutes on Wednesday – your note on [the breakdown / the low end] was the useful one.

Here is the one track you asked for, as agreed: [private link, download enabled].

If it fits [label / series], I would love to know what would make it releasable for you.

No rush before November.

[Your name] · [one profile link]

New in 2026, worth knowing

- 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 ↗](#)
- Lab Discovery is free, Wed–Fri 10:00–18:00 at Westergas: register online, wristband at the desk. Gear Test Lab at Het Ketelhuis with Arturia, AlphaTheta, KORG, Roland, Yamaha. [source ↗](#)
- BMIM Meet the Sync Pros (Wed 15:30, Felix Meritis Koepelzaal) is matched by application; the deadline passed on 11 October. Twenty sync pros, including Netflix's Tina Chen and Position Music. [source ↗](#)
- Demolition XXIX: Sat 24 16:15–17:45, Felix Meritis Zuilenzaal, hosted by Dave Clarke with Joseph Capriati, BT, Pooja B, Louisahhh and Aroha Harawira. Submission details: "more information will come soon". [source ↗](#)
- In 2025 Demolition entries went through VIRPP, with a USB wildcard from the floor; the winner got a 2026 Pro Pass. Daily demo pitches ran Wed–Fri, sign-up on the day. [source ↗](#)
- ADE Lab On Track's programme (12 October) is for accepted participants only: demo drops, a live A&R listening room with Phoebe Spencer, and a SoundCloud remix competition with San Holo. [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 Spanish-speaking producers, this is the afternoon when the labels, agencies and media from home are in one room; bring one private link, 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 Lab Discovery

Free registration, Westergas, Wed-Fri; Gear Test Lab.

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

ADE Lab On Track

Producer Track; apply in summer for 2027.

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

BMIM Meet the Sync Pros

Application closed 11 October; the format for 2027.

amsterdam-dance-event.nl/en/program/2026/bmim-meet-the-sync-pros/2808146

Demolition XXIX

Watch this page for submission details.

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

ADE FAQ

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

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

RE:UNION registration

Free QR pass for Thursday 22.

reunionbeyond.com/register

MavelPoint

EPK, demo submission tracking and one profile link.

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

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

ADE Lab (Discovery, Gear Test Lab) amsterdam-dance-event.nl/en/ade-lab

ADE Lab On Track amsterdam-dance-event.nl/en/ade-lab-on-track

ADE Lab finalizes On Track program (12 October 2026) amsterdam-dance-event.nl/en/news/ade-lab-finalizes-on-track-program/2933864

ADE Lab On Track drops its first program (9 September 2026) amsterdam-dance-event.nl/en/news/ade-lab-drops-its-first-program/2854927

SoundCloud and ADE: empowering the next generation (21 September 2026) amsterdam-dance-event.nl/en/news/soundcloud-and-ade-empowering-the-next-generation-of-electronic-music/2883896

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 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

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

Meet the Publishers 2026 amsterdam-dance-event.nl/en/program/2026/meet-the-publishers/2808166

Meet the DSPs & Distributors 2026 amsterdam-dance-event.nl/en/program/2026/meet-the-dsps-distributors/2808164

BMIM | Meet the Sync Pros 2026 amsterdam-dance-event.nl/en/program/2026/bmim-meet-the-sync-pros/2808146

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

Bandcamp | Essential Insider Knowledge amsterdam-dance-event.nl/en/program/2026/bandcamp-essential-insider-knowledge/2802735

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

Artists on AI, A No-BS Roundtable amsterdam-dance-event.nl/en/program/2026/artists-on-ai-a-no-bs-roundtable/2813720

Music & Machines: a conversation between artists from different generations amsterdam-dance-event.nl/en/program/2026/jmj-music-machines-a-conversation-between-artists-from-different-generations/2812456

Meet The Makers | Arturia at MIDI Amsterdam amsterdam-dance-event.nl/en/program/2026/meet-the-makers/2888243

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

ADE news: Drop your demos at ADE Lab (14 October 2025) amsterdam-dance-event.nl/en/news/drop-your-demos-at-ade-lab/2770208

ADE news: Darude, there are no shortcuts (16 October 2023) amsterdam-dance-event.nl/en/news/darude-there-are-no-shortcuts-to-becoming-a-successful-producer/2344355

ADE news: LUXE, 'I want to break down barriers' (4 December 2024) amsterdam-dance-event.nl/en/news/luxe-ade-lab-barriers/2645141

ADE news: stay vaag wins Demolition XXVII (2 December 2024) amsterdam-dance-event.nl/en/news/announcing-julia-kuipers-stay-vaag-as-the-winner-of-demolition-xxvii/2645071

ADE news: Narciss, 'Don't sell yourself out' (26 November 2024) amsterdam-dance-event.nl/en/news/narciss-and-their-new-sound-dont-sell-yourself-out/2644387

Billboard: what we learned at ADE 2023 billboard.com/music/music-news/amsterdam-dance-event-2023-ade-what-we-learned-spotify-1235453270

Toolroom Academy: the do's and don'ts of demo submissions toolroomacademy.com/features/the-dos-and-donts-of-demo-submissions

EDM.com: ADE 2023 parties, panels and pro tips edm.com/events/2023-amsterdam-dance-event-ade-parties-panels-pro-tips

TripProf: ADE 2026 budget guide 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.