

ROLE GUIDE · PROMOTERS & VENUES

Promoters & venues

Meet the agents. Scout what comes next.

21-25 Oct 2026

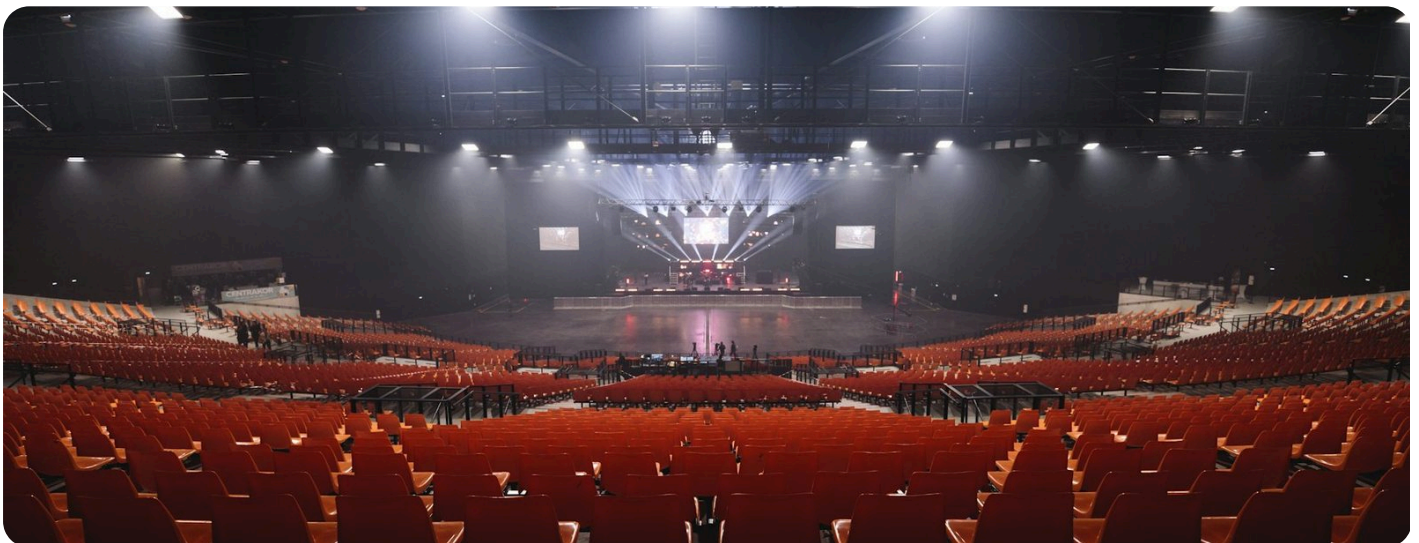
Amsterdam · 30th edition

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

1,200+ events · 300+ venues

Programme checked 14 Oct

ADE does not book and has no in-house booker; it puts every agent and every rising act in one city for five days. This guide covers both modes: buying (meetings with asks, scouting support slots, the operational panels) and hosting (an official venue partner, a guest list of buyers, a door that works).



Empty venue before doors.

Jonathan Marchal / Unsplash

Who this is for, and what to leave with

Three promoters go to ADE. Most visitors are the first; read the second before becoming it.

Buying: face time with the agents you book from and the ones you want, a scouting week that shows who is next, and holds that become offers within a week. Hosting: presence in front of the whole industry, once a year, at a price you chose on purpose.

Profile	What ADE is for, in this case
Buying	Club promoters and festival programmers. Here for agents, support slots and the ticketing, pricing and safety education the conference does well.
Hosting	Event companies and collectives putting on a night. Here to be seen by the industry, which only works with an official venue and a guest list.
Local operator	Amsterdam venues and promoters for whom ADE is the peak of the year: twelve events for Audio Obscura, sixteen shows in five days for Intercell.

Stage	Realistic goal for the week	First move
Exploring	Understand how the machine books, prices and runs a door.	Promoter Hub panels, ADE Green on Friday, one night watched from the door side.
First nights	Leave with two agents who know your room and one support act you want.	Meet the Event Organisers & Promoters; three agent meetings with dates and budgets.
Building momentum	Pin winter and spring; open the summer conversation early.	Offers, not catch-ups; scout the "invites" nights for next year's headliners.
Established	An official night that is a place, and the relationships that keep it full.	Venue partner by January, Festival Fund by e-mail, a guest list of buyers and media.

Numbers that shape the week

What was listed on the official programme on 14 October.

Meet the Event Organisers & Promoters

Wed 11:00

Rosewood. Thirteen promoters listed, from Audio Obscura and Verknipt to ZeeZout and World Club Dome. You are the one being met.

Venue registration

Closed

To host an official 2026 event you partner with a registered ADE venue; registration reopens around January.

Pro Pass at your door

Full is full

Official venues admit Pro Pass holders within an agreed capacity; Pro Pass hosts and a live access map manage it.

Festival Fund

By e-mail

Registered locations only, one application per event; judged on urgency, innovation, diversity, local talent and impact beyond ADE.

Before ADE

Two tracks: buying and hosting. The hosting cycle starts in January; reading this the week before? Start at "One week out".

January · hosting

☐ Venue partner and date; ADE does not book and has no in-house booker. [link](#) ➤

Spring · hosting

☐ Lineup, ticketing partner, production and the Pro Pass capacity policy agreed with the venue.

- ☐ Decide what the night is for: talent, brand, sales or relationships. Invite accordingly.

Summer · hosting

- ☐ Festival Fund application by e-mail (2025 deadline: 31 August); venue and Friends forms by 10 September. [link ↗](#)

Summer · buying

- ☐ Agent list with concrete asks: dates, budgets, avails, the act you want and the one you would accept.
- ☐ Block hotel rooms; the canal ring goes by summer.

September · database opens

- ☐ Book the agent meetings; block Wednesday for Meet the Event Organisers & Promoters and Meet the Agents. [link ↗](#)
- ☐ Buy single tickets for the showcases where your next headliners play support.
- ☐ Hosting: promote inside the programme and app, and to the Pro audience through the database.

One week out

- ☐ Brief the door team on Pro Pass hosts, the access map and ID checks; decide the industry capacity.
- ☐ Guest list of agents, labels and journalists: the difference between a party and a business event.
- ☐ Print the venue one-sheet with a QR: room, capacity, calendar, what you book, who to contact.

Bring

Dates, budgets and avails

The act you want, the one you'd accept

Venue one-sheet with QR

Audience context and calendar

One event challenge to solve

Tickets for the scouting nights

The week, day by day

Fourteen sessions checked on the official programme on 14 October, including the two new Promoter Hub panels. 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
11:00-12:30 Meet The Event Organisers & Promoters Rosewood · Courtyard/Atrium	11:15-12:00 Beyond the Numbers: 5 trends reshaping the industry today TicketSwap Global Promoter Hub · RIVVIA, Keizersgracht 264	12:30-13:15 Why Humans Still Need Dancefloors? Felix Meritis · Shaffyzaal	13:15-14:00 A Deep Dive into MENA's Thriving Live Music Scene Felix Meritis · Koepelzaal	07:00 Sunday-07:00 Monday Keriko Meet Berlage · Oudebrugsteeg 9
13:15-14:45 Meet The Agents Rosewood · Courtyard/Atrium	14:30 → early evening RE:UNION · ADE 2026 Q-Factory · free with QR pass	13:30-14:15 Creating the Next Generation of Club Promoters (AFEM) Felix Meritis · Husly Lounge	13:30-14:15 The Brazil Boom Felix Meritis · Zuilenzaal	
14:15-15:00 Behind the Booking: what artists, managers and promoters really want TicketSwap Global Promoter Hub · RIVVIA, Keizersgracht 264	15:30-16:15 The Shrinking Gatekeep: a conversation between artists Felix Meritis · Shaffyzaal	14:15-15:00 Micro Communities: Connected Locally, Impacting Globally Felix Meritis · Teekenzaal 2	14:30-16:00 Meet the focus-region professionals Felix Meritis · Shaffyzaal	
	16:45-17:45 30 Years of ADE Felix Meritis · Shaffyzaal	Check official schedule Funding resilient scenes Felix Meritis · ADE Green		

- 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

Buyers: meetings in the morning, showcases at night, mixers in between; take notes on every support act. Hosts: be at your door for the first two hours.

Day	Morning	Afternoon	Evening and night
Wed 21	Badge; Meet the Event Organisers & Promoters 11:00	Meet the Agents 13:15; Behind the Booking 14:15 at the Promoter Hub	Showcases; note who plays support
Thu 22	Promoter Hub trends 11:15; two agent meetings	RE:UNION, Q-Factory from 14:30; Gatekeep 15:30; 30 Years 16:45	Afro House Summit mixer or a club chosen for its booker
Fri 23	Meetings; ADE Green opens at Felix Meritis	Dancefloors 12:30; Club Promoters 13:30; Micro Communities 14:15; Funding Under Fire	elrow ADE Week or Paradise x Loveland: watch how a brand transfer runs a door
Sat 24	Coffee with the week's best agents; the holds list	MENA live 13:15 or Brazil Boom 13:30; focus regions 14:30	Your own night, or the boat party you are scouting
Sun 25	Debrief: cost, attendance, industry attendance	Keriko at Meet Berlage if you want one more door to study	Holds-to-offers list written before the flight

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	11:00–12:30	Meet The Event Organisers & Promoters	Rosewood · Courtyard/Atrium	You are the ones being met: artists, managers and agents pitching your room. Decide beforehand what you can honestly offer.	Pro Pass
Wed 21	13:15–14:45	Meet The Agents	Rosewood · Courtyard/Atrium	Eleven agents in one room, from WME and Bullitt to Anna Agency. Bring offers; they answer offers.	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
Thu 22	11:15–12:00	Beyond the Numbers: 5 trends reshaping the industry today	TicketSwap Global Promoter Hub · RIVVIA, Keizersgracht 264	TicketSwap's report from 125+ organisers, with Fourvenues (Spain) and Ancienne Belgique: the cost pressure your promoters will raise.	Pro Pass
Thu 22	15:30–16:15	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

Day	Time	Session	Venue	Why go	Access
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	13:30– 14:15	Creating the Next Generation of Club Promoters (AFEM)	Felix Meritis · Husly Lounge	AFEM's promoter guide: fair booking and artist relationships, with Encode Talent, AVA and the Gashouder's Raaf Verhoef.	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 connection versus reach: the newcomer's question.	Pro Pass
Fri 23	Check official schedule	Funding resilient scenes	Felix Meritis · ADE Green	Funding Under Fire: how scenes in Kyiv, Ramallah and Beirut keep going. ADE Green, Friday; time on the official listing.	Pro Pass · no Green day tickets
Sat 24	13:15– 14:00	A Deep Dive into MENA's Thriving Live Music Scene	Felix Meritis · Koepelzaal	WME's Steve Hogan on festivals and touring across Morocco, Lebanon and the Gulf, and which promoters are active. Clashes with Brazil.	Pro Pass
Sat 24	13:30– 14:15	The Brazil Boom	Felix Meritis · Zuilenzaal	The business context behind Brazil's scene, with Spinnin's Natalia Raul; a market many promoters are now routing through.	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 territories ADE is pushing this year.	Pro Pass
Sun 25	07:00 Sunday– 07:00 Monday	Keriko	Meet Berlage · Oudebrugsteeg 9	A 24-hour Latin house event hosted by Spanish and Puerto Rican collectives at Meet Berlage: watch how a collective runs a door.	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

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

Meet Berlage
Oudebrugsteeg 9 · Session venue 2026 · info
- 6

Amsterdam Centraal
Stationsplein · Trains, metro, free ferries to Noord · 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

Agents respond to offers, not to "let's catch up". Lead with dates, budgets and avails.

Moment	Do this	Say or ask
Meet the Event Organisers & Promoters	Say what your room is, what you book and when; collect links, promise nothing.	Send me one link and your spring avails; I programme in November.
An agent meeting, Andaz	Open with the offer: date window, budget range, the act you want and the one you would accept.	Which of your artists fits a 600-cap Friday in March, and what would the fee position be?
A showcase, 01:00	Watch the support act and the room; write one line per act before you leave.	Who booked the support, and are they touring in spring?
The Promoter Hub	Compare your pricing and conversion with the TicketSwap data; ask the Fourvenues team how Spain sells.	What did organisers your size change about pricing this year?
Your own door, first two hours	Be there. Brief the team to recognise Pro badges without letting the room fill with them.	Industry capacity is X; after that it is full for now, with a smile.

Mistakes we keep seeing

Mistake we keep seeing	Instead
A first ADE night as an unofficial event with no partner venue.	Partner with an official venue; be in the programme and the app, get Pro traffic.
A good party nobody who matters attended.	A guest list of agents, labels and journalists, invited in September.
Meetings without asks.	Dates, budgets, avails, the act you want and the one you would accept.
Booking safe because Amsterdam clubs do.	A visiting promoter is noticed for the booking only they would make.
Underestimating the door.	ID checks, Pro Pass capacity, same-day rules; brief the team and be there early.
Skipping ADE Green because it is "not my thing".	Routing, costs and funding are decided there; go on Friday.
Holds that never become offers.	Offers within a week, while the agent remembers the conversation.

What veterans say

Verbatim, from public interviews, ADE's own editorials and articles; the source is linked on each card.

“ADE is always a very, very important moment of the year. We work towards it throughout the whole year.”

Jeroen Fontein · Audio Obscura, NIGHTMAG / Xceed, 2026 · [source ↗](#)

“You can only run sixteen shows in five days if everyone feels seen. That's the only way it works.”

Denzel Zurburg · co-founder, Intercell, ADE editorial, 2025 · [source ↗](#)

“We never want to be headliner-dependent. Sometimes the bigger act plays earlier, and a local closes the night.”

Stijn Ceelen · co-founder, ZeeZout, ADE editorial, 2025 · [source ↗](#)

“We almost always try to book artists at least three times.”

Christiaan Broedelet · booker, ZeeZout, ADE editorial, 2025 · [source ↗](#)

“We don't book anything just to fill a slot.”

No Art / SONA Worldwide · promoters, twelve self-produced ADE shows, ADE editorial, 2025 · [source ↗](#)

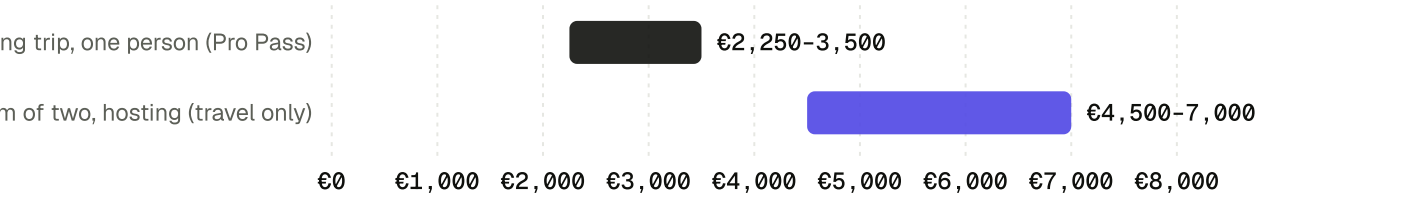
“The conversations happening over coffee at Felix Meritis or during a chance encounter at a Business Hub directly translate into the tours, releases, and festivals that will define the next cycle.”

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

Budget reality

Five nights from elsewhere in Europe. Planning bands, not quotes; a hosted night is a project budget on top.

Indicative five-night totals using published 2025–26 ranges and the Pro Pass price on the official tickets page on 14 October. Buyers scout more nights than most delegates.



Line	Buying trip, one person (Pro Pass)	Team of two, hosting (travel only)
Pass	€795 + 3.77% fee (late rate, almost sold out)	2 × €795 + fees; ask ADE about a company discount
Flights / train	€150–350	€300–700
Bed, 5 nights	€800–1,500 canal ring or De Pijp	€1,600–3,000, or a shared apartment
Food and coffee meetings	€250–400	€500–800
Transport	GVB included with the pass	included with the passes
Scouting tickets	3–5 nights, €200–400	€400–800
Hosted night	—	Project budget: venue, production, artists, hospitality, marketing, Pro Pass capacity; no published benchmarks

What a venue pays ADE to be official, Festival Fund grant sizes and showcase economics are not published. The independents quoted above describe smaller margins, no sponsors and years of relationship-building before the numbers worked.

After ADE: the follow-up is the work

Holds into offers within a week, while agents remember the conversation.

Same night

One line per agent and per support act: who, what they offered, what you promised, the date window.

Within 48 h

The venue one-sheet and the date window you discussed; one sentence recalling the conversation.

Within a week

Holds become offers: date, fee position, production. Agents move on to the next promoter after that.

By January

Honest debrief of the night (cost, attendance, industry attendance, what it produced); register the venue for next year.

Hi [name],

Good to meet you on Wednesday – thanks for the steer on [artist]'s spring routing. The offer, as discussed: [date window], [venue, capacity], [fee position], [support / production notes]. Venue one-sheet: [link].

If that works, I can hold [two dates] until [date]. Happy to talk through [second artist] as a support for the same night.

[Your name], [promoter / venue]

New in 2026, worth knowing

- New for 2026: Behind the Booking (Wed 21, 14:15, Promoter Hub) puts MDLBEAST's head of international talent buying, Encode Talent and NOON Agency in front of promoters on what artists, managers and agents actually want. [source ↗](#)
- TicketSwap's Global Promoter Hub returns at RIVVIA · The Empress (Keizersgracht 264), with panels on Wednesday and Thursday; its trends report draws on 125+ organisers and features Fourvenues from Spain. [source ↗](#)
- AFEM's Creating the Next Generation of Club Promoters (Fri 23, 13:30, Felix Meritis Husly Lounge) brings AVA, Encode and the Gashouder's programmer to the newcomer's problem. [source ↗](#)
- ADE and VibeLab launch the Nighttime Culture Index at ADE Pro: a public dashboard on the cultural vitality of nightlife in six cities (Amsterdam, Lagos, New York, São Paulo, Seoul, Sydney). Session time on the official programme. [source ↗](#)
- ADE Green takes over Felix Meritis on Friday 23 with a Pro Pass only (no day tickets): Why Humans Still Need Dancefloors, The Road to Low Impact Touring, Funding Under Fire, Meet the Experts of Sustainability & Social Change. [source ↗](#)
- The Festival Fund is for registered festival locations only, one application per event by e-mail, and is "emphatically not a government subsidy". Grant sizes are not published. [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 promoters who book Spanish-speaking artists, or want to, this is the one afternoon the agencies and labels from Spain and Latin America are in one room with their international counterparts. Bring dates and budgets.

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 Event Organisers & Promoters

Wed 21, 11:00, Rosewood.

amsterdam-dance-event.nl/en/program/2026/meet-the-event-organisers-promoters/2808158

Meet the Agents

Wed 21, 13:15, Rosewood.

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

ADE Green

Friday at Felix Meritis; Pro Pass only.

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

ADE Festival Fund

Criteria and how registered venues apply.

amsterdam-dance-event.nl/en/festival-fund

ADE FAQ

Hosting rules, Pro Pass access, badge pickup.

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

Artist profiles, EPKs and bookings in
one place.

mavelpoint.com

Sources 25

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 Event Organisers & Promoters 2026

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

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

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)

Beyond the Numbers: TicketSwap's research report [amsterdam-dance-
event.nl/en/program/2026/ticketsw
aps-research-report-5-key-
insights/2846203](https://amsterdam-dance-event.nl/en/program/2026/ticketswap-research-report-5-key-insights/2846203)

Creating the Next Generation of Club

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

Why Humans Still Need Dancefloors?

[amsterdam-dance-
event.nl/en/program/2026/why-
humans-still-need-
dancefloors/2813957](https://amsterdam-dance-event.nl/en/program/2026/why-humans-still-need-dancefloors/2813957)

ADE Green programme complete (Sep 2026)

[amsterdam-dance-
event.nl/en/news/ade-green-
program-complete/2853146](https://amsterdam-dance-event.nl/en/news/ade-green-program-complete/2853146)

Jägermeister talk on micro communities

[amsterdam-dance-
event.nl/en/program/2026/jagermei
ster-talk-on-micro-
communities/2830939](https://amsterdam-dance-event.nl/en/program/2026/jagermeister-talk-on-micro-communities/2830939)

A deep dive into MENA's live music scene

[amsterdam-dance-
event.nl/en/program/2026/mena-
business-talk-a-deep-dive-into-
menas-thriving-live-music-
scene/2829910](https://amsterdam-dance-event.nl/en/program/2026/mena-business-talk-a-deep-dive-into-menas-thriving-live-music-scene/2829910)

The Brazil Boom

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

Keriko

[amsterdam-dance-
event.nl/en/program/2026/keriko/2
830350](https://amsterdam-dance-event.nl/en/program/2026/keriko/2830350)

ADE x VibeLab: Nighttime Culture Index

[amsterdam-dance-
event.nl/en/news/ade-and-vibelab-
collaborate-to-produce-the-
nighttime-culture-index-a-global-
first/2844824](https://amsterdam-dance-event.nl/en/news/ade-and-vibelab-collaborate-to-produce-the-nighttime-culture-index-a-global-first/2844824)

ADE Festival Fund

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

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)

ADE news 2024: Pro Pass access pilot (LUXE

/ Lab barriers) [amsterdam-dance-
event.nl/en/news/luxe-ade-lab-
barriers/2645141](https://amsterdam-dance-event.nl/en/news/luxe-ade-lab-barriers/2645141)

NIGHTMAG / Xceed: Audio Obscura interview (Jan 2026)

[xceed.me/blog/en/interview-audio-
obscura](https://xceed.me/blog/en/interview-audio-obscura)

ADE editorial: Intercell's independent rise

[amsterdam-dance-
event.nl/en/news/ade-editorial-
intercells-independent-rise-
without-compromise/2678764](https://amsterdam-dance-event.nl/en/news/ade-editorial-intercells-independent-rise-without-compromise/2678764)

ADE editorial: ZeeZout's independent route

[amsterdam-dance-
event.nl/en/news/zeezouts-
independent-route/2739623](https://amsterdam-dance-event.nl/en/news/zeezouts-independent-route/2739623)

ADE editorial: No Art's vision is built on trust

and risk [amsterdam-dance-
event.nl/en/news/ade-editorial-
no-arts-vision-is-built-on-trust-
and-risk/2690273](https://amsterdam-dance-event.nl/en/news/ade-editorial-no-arts-vision-is-built-on-trust-and-risk/2690273)

ADE editorial picks 2025: "invites" nights

[amsterdam-dance-
event.nl/en/news/editorial-picks-
invites/2726609](https://amsterdam-dance-event.nl/en/news/editorial-picks-invites/2726609)

elrow ADE Week 2026, Kromhouthal

[elrow.com/en/events/1307/amsterda
m-dance-with-the-serpent-10232026](https://elrow.com/en/events/1307/amsterdam-dance-with-the-serpent-10232026)

NL Times 2023: same-day ticket sales ban

[nltimes.nl/2023/10/17/amsterdam-
dance-event-kicks-wednesday-1000-
events](https://nltimes.nl/2023/10/17/amsterdam-dance-event-kicks-wednesday-1000-events)

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)

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](https://decodedmagazine.com/why-amsterdam-dance-event-still-matters-reflections-after-a-decade-of-attendance)



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.