



ADE Confirms 25th Anniversary Edition of its Conference and Festival www.amsterdam-dance-event.nl

ADE confirms its 25th anniversary edition in physical form with both conference and festival events set to take place from 13th - 17th October 2021. Additionally, the organisation supports music professionals during the re-opening of the live music industry by making its online B2B platform free-to-access on the road to ADE 2021.

The Road to ADE 2021

As a result of the widespread vaccination campaign and rapid test capacity in the Netherlands, ADE expects to celebrate the reopening of its industry at its 25th anniversary edition in Amsterdam taking place from the 13th through 17th of October.

The organisation is dedicated to presenting the best possible ADE experience while ensuring public health guidelines, featuring a rich and diverse program for professionals, artists and music enthusiasts alike. The ADE team is thrilled to kick off the road to the ADE Festival 2021 with a varied lineup of organisers announcing their first shows, **including [Audio Obscura](#), [Awakenings](#), [DGTL](#), [Dockyard](#), [Elrow](#), [Into the Woods](#), [Loveland](#) and [Verknijpt](#), as well as venues [Concertgebouw](#), [Panama](#), [Melkweg](#) and [Paradiso](#)**. The latter two have already announced part of their program, with artists including Dave Clarke and Oliver Heldens for Melkweg and Avalon Emerson and *Speedy J presents STOOR live* for Paradiso set to take the stage.

ADE Conference 2021 and free online community

Music professionals can gear up for the ADE Pro conference program at Amsterdam's iconic [Felix Meritis](#) in October. In addition, the Amsterdam Dance Event Foundation extends its support to the live music industry by inviting music professionals to become an active part of the road to ADE 2021 on its online B2B platform, completely free of charge.

Through key learnings from international success cases, innovations and strategies shared across a growing network of peers, ADE invites members of the global electronic music community to find out together how the post-Covid structure of the music business will look as the live industry rebuilds and reopens globally. Anyone interested can sign up for the first sessions and join the discussion with key industry players and experts, starting in April 2021.

Moreover, music professionals can now register for the physical ADE Pro Pass at a guaranteed lowest price by signing up [here](#).

About ADE Pro Conference

ADE Pro is the ultimate annual business gathering for the global electronic music industry. The three-day conference for music industry professionals runs from Wednesday through Friday and features dedicated programming covering subjects from marketing, publishing and bookings to sustainability, social change and mental health. The additional networking opportunities with fellow ADE delegates and industry leaders provide an ideal and global basis for deal making and career advancement.

About ADE

The Amsterdam Dance Event (ADE), an initiative of Buma, has grown into the world's largest and most influential club-based festival and conference for electronic music. The event continues to grow and develop each year, with last year's edition featuring over 2,500 artists and 600 speakers in almost 200 venues. The five-day event attracts visitors from over 146 countries and features every conceivable aspect of electronic music culture, with dedicated conference programming, an extensive arts & culture program, live music and DJ/artist performances, all spread across the city of Amsterdam. More information about ADE can be found [here](#).

ADE – Electronic Music Gathers Here

The Amsterdam Dance Event is organised by The Amsterdam Dance Event Foundation.

Founding partner: Buma

Principal partners: Heineken 0.0 | Desperados

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