



Press notice: 30-10-2008

Amsterdam Dance Event continues to grow

90.000 clubbers – 2.000 industry professionals - 700 DJs/Acts

Taking place from 22nd - 25th October, the Amsterdam Dance Event broke all records for a second year running and welcomed a festival audience of 90.000 people and 2.000 music industry professionals from 42 different countries. Held in the centre of Amsterdam at the historic canal-side Felix Meritis building and the luxurious neighbouring The Dylan Hotel, ADE organisers expanded this year's event with an extra festival and conference day due to the growing demand. ADE has proved once again that it is the place to promote business to the international electronic music industry.

"It seems we've have found the perfect recipe for what a music conference should be, high profile delegates, worldwide coverage and of course lots of great music. We are really proud to see the support we get from the electronic scene to make it all happen. I seems we've have set a standard, ADE is the international conference for this scene and the place to be!", enthuses general manager Richard Zijlma.

Conference

The conference program has been going from strength to strength with more high profile speakers each year from around the world. This year ADE embraced the creative industries and welcomed renowned speakers such as Jason Alexander (Music Director of CSI Miami / New York); Natasha Kizzie (head of entertainment at KLP Euro RSCG, GB); Jack Horner (creative director at Frukt Music, GB); Sergio Pimentel (freelance music supervisor) and Eric Korte (Saatchi & Saatchi, New York, US).

Festival

ADE's festival kicked off on Wednesday and for 4 nights more than 700 DJs and acts performed at 44 clubs and venues throughout the city of Amsterdam, with over 40 events taking place each night.

Some of the performing DJs and acts:

Addictive TV (GB), Adultnapper (US), Armin van Buuren (NL), ATFC (GB), Audio Bullys (GB), AudioJack (GB), Autokratz (GB) live, Charles Webster (GB), Crookers (IT), Dave Clarke (GB), David Guetta (FR) , Deadmau5 (US) live, Detroit Grand Pubahs (US) live, DJ Hell (DE), DJ Pierre (US), Don Diablo (NL), Dr. Lektroluv (BE), Erick Morillo (US), Fedde le Grand (NL), François K (US), Funk d'Void (GB), Funkerman (NL), Groove Armada (GB) DJ-set, Joey Negro (GB), Joost van Bellen (NL), Josh Wink (US), Juan Atkins (US), Kraak & Smaak (NL), Laidback Luke (NL), Markus Schulz (DE), Michel de Hey (NL), Misstress Barbara (CA), Monika Kruse (DE), Paul van Dyk (DE), Richie Hawtin (CA), Ron Carroll (US), Schwarz / Âme / Dixon (DE) live, Sergio Flores (AT), Shameboy (BE), Stonebridge (SE / GB), Studio Apartment (JP), Sven Väth (DE), The Advent (PT) live, The Hacker (FR), The Subs (BE), Tocadoisco (DE), Tomcraft (DE), Tommie Sunshine (US), Trentemøller DJ-set (DK) and many more.

For the full ade festival and conference program visit www.amsterdam-dance-event.nl

Official numbers

Festival audience 90.000
Professionals 2.000 (sold out)
D3 DJ & Producer talent seminar 400 (sold out)
Journalists & media 150
Nationalities 42
DJs / Acts 700+
Venues 44

Industry comments

"If you are a music producer, dj, promoter, club owner, organiser...anything like that: this is the place everybody is, you're right in the heart of dance music here!" *Ferry Corsten / NL*

"It's just right. It's not too intense, it's not too boring, it's not too crazy; it's just a bit of everything and unless you're here you won't know what you're missing." *John Acquaviva / CA*

"If you want to make a start in the world of dance, this is the place to start." *Michel de Hey / NL*

"One of the most important music conferences for electronic music in the world." *Paul van Dyk / DE*

"ADE 2008 was a place to make the things move, your body in the night events, your mind and business in the conference, it was an absolute look listen and learn experience." *Haris, Freeze Magazin, GR*

"Everybody who is anybody in the world of dance music comes here." *Paul Sparkes / 365mag / NL*

"ADE was without doubt the working conference of the year, the format and layout of the conference works well and for the 48 hours we had meetings we can safely say it worth attending and we will be back in 2009 100%. Thanks to all at the ADE for making this event possible for everyone. Please don't try and grow this event, its perfect as it is." *Sergio Bienati, Club Class Music Management Ltd, GB*

"Amsterdam Dance Event is just brilliant. It's the leading dance event in the world." *Wessel van Eeden / Dance4Life / NL*

More information on: www.amsterdam-dance-event.nl

Not for publication: for more information please contact Remko Gorter, remko.gorter@bumacultuur.nl / +31 (0)35 621 87 48.

For ADE logo's, pictures and latest press releases please click [here](#).