‘The Best Seminar Ever’

The place for dentists and their teams to be on Nov. 12-14 will defi-
nitely be Las Vegas. However, they’re not necessarily going for the gamin-
ging or the shopping. The fact that Vegas boasts more restaurants and
entertainment per capita than any-
where else in the world does not par-
ticularly exhilarate them.
Sure, all of those things are great.
And as everyone knows, “What hap-
pens in Vegas stays in Vegas.”

Back in 1995, the Mad-
ows came up with an idea
and formula to put on a
multi-day dental seminar
that would be different
from all of the ordinary ones out
there. The first one sold out within
days of the event’s announcement,
and the event has been packing the
house every year since.

In 2009, for their 15-year anni-
versary, Rich and Dave have prom-
ised Dental Tribune that they
intend to crank it up a few notches
and give dental offices something
they have never before experi-
enced in their lives.

“Our goal is to have dentists and
their teams feel that this was the
most incredible event they have ever
attended. Better than any rock concert
or Broadway show,” says Rich Madow.

“We will have the best lineup of
speakers we have ever had at TBSE.
And we will have an expanded exhibit
hall and learning area where doctors
will be able to discover brand new
products and other cool things that
can help them practice better.”

“Rich and I are proud of the fact
that we produce the very best dental
show in the world,” says Dave Madow.

“We have been studying the art of
dental seminar production for many
years. TBSE is somewhat like the real-
time Facebook of dental seminars —
there is a lot of product out there, but
the people know — and always come
back to — the one that is the best.”

Rich and Dave have figured out how
to make a dental seminar feel more
like a rock concert. Many offices dress
up in crazy costumes and clothes.
They get in line early to assure front
row seats. They stand, they cheer,
they laugh and they cry. When it’s all
over, they leave with the best success,
team building and motivational ideas
that they can put into use in their
practices as well as their lives.

The Madows always work with
a production team that promises a
sound and vision experience unheard
of at other dental seminars, let alone
many concert or theatrical produc-
tions. “We will be bringing in all of
our staging, lighting, audio and video
equipment, as well as our own stage
crew,” says Jason Reppenhagen of LV
Productions.

“It will take several 18-wheelers
to get everything there and the result
makes TBSE unlike any other produc-
tion I have worked — the Madows are
a lot of fun!”

“TBSE 2009 will be held at the
Las Vegas Hilton from Nov. 12-14,
and at this point there are almost no
rooms left in our room block, so peo-
ple should call us, quick!” says Dave.

“Every year we do more things to
make TBSE the most talked about
event in the history of dental semi-
nars,” says Rich.

“Our regular attendees know we
have always put our hearts and souls
into it. The only thing they don’t know
is that they haven’t seen anything yet!
Just wait.”

For questions or comments, Drs.
David and Richard Madow can be
reached at (888) 88-MADOW or direct
at (410) 526-4780.

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the Web at www.madow.com. The
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