The place for dentists and their teams to be in 2010 will definitely be Las Vegas. But they’re not necessarily going for the gambling or the world-class shopping. And the fact that Vegas boasts more restaurants and entertainment per capita than anywhere else in the world may not particularly phase them.

Sure, all of those things are great. And as everyone knows, “What happens in Vegas stays in Vegas.” But the real reason dental offices will be heading to Vegas in November is to be a part of TBSE 2010.

In case you are not familiar with TBSE, it stands for “The Best Seminar Ever.” The event, which is two full days of fun and learning, is produced by the Madow brothers, Drs. David and Richard Madow, who are co-founders of The Madow Group.

Back in 1995, the Madows came up with an idea and formula to put on a multi-day dental seminar that would be different from all of the other ones out there. The first seminar sold out within days of the announcement, and they’ve been packing the house every year since. In 2010, Rich and Dave promise to crank it up a few notches and give dental offices something they have never before experienced in their lives.

“Our goal is to have dentists and their teams feel that this was the most incredible event they have ever been to. Better than any rock concert or Broadway show,” said 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 dentists will be able to discover brand new products and other cool things that can help them practice better,” Rich added.

“Rich and I are proud of the fact that we produce the very best dental show in the world,” Dave Madow said. “We have been studying the art of dental seminar production for more than 15 years now. TBSE has withstood the test of time. Sure, there are a lot of choices 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.

This year, TBSE will take place at The Hard Rock Hotel and Casino from Nov. 12 and 13. TBSE will be using the same stage that is used by musical legends such as Santana and Paul McCartney. The Madows will be working with a production team that promises a sound and vision experience previously unheard of at a dental seminar, let alone any concert or theatrical production.

“We will be bringing in all of our staging, lighting, audio and video equipment, as well as our own stage crew,” said Jason Reppenhagen of LV Productions. “It will take several 18-wheelers to get everything there, and the result will make TBSE unlike any other production.”

“Just trust me: TBSE 2010 will be the most talked about event in the history of dental seminars,” Rich said. “Our attendees know we have always put our hearts and souls into TBSE. The only thing they don’t know is that they haven’t seen anything yet! Just wait.”

For more information about TBSE 2010, please go to www.tbse2010.com or call (888) 88-MADOW.