‘The Best Seminar Ever’

The place for dentists and their teams to be on Nov. 12-14 will definitely be Las Vegas. However, they’re not necessarily going for the gambling or the shopping. The fact that Vegas boasts more restaurants and entertainment per capita than anywhere else in the world does not particularly exhilarate them. Sure, all of those things are great. And as everyone knows, “What happens in Vegas stays in Vegas.”

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 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 anniversary, Rich and Dave have promised Dental Tribune that they intend to crank it up a few notches and give dental offices something they have never before experienced in their lives.

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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, “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-life 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 productions. “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 production 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 people 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 seminars,” 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. They can be e-mailed at info@madow.com, and are available on the Web at www.madow.com. The Madow Group has been in business since 1989 and is located in Reisterstown, Md.