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Tracy Kessler and TK New York coordinated with all three Dennis Publishing Magazines (Maxim, Stuff and Blender) to develop over 10 sponsor related programs throughout the Borgata Hotel Casino and Spa over the course of two days. The weekend's activities included such events as a celebrity hosted Maxim Invitational Poker Tournament, a premiere of the Wedding Crasher's movie, a Tag sponsored photo shoot, a gaming tournament, an autograph signing with Carmen Electra, two nightclub sponsored evenings, and a main event starring P. Diddy and Jet. Working closely with the hotel staff, TK New York integrated sponsor elements not only in the customized Dennis Publishing events but also into the overall look and feel of the entire hotel property and its venues throughout the weekend.