

## Maxim Oasis

Tracy Kessler and TK New York collaborated with Maxim Magazine to produce the Arabian themed Maxim Oasis party in Las Vegas at Mandalay Bay's Moorea Pool during the 2007 VMA weekend. Celebrity DJ's, Vice and Sky Nellor spun tunes out of a Dodge Challenger, DJ booth on top of the main bar. TK New York coordinated with sponsors like Dos Equis, Cuervo, PlayStation 3, Ultimate Fighting Championship, Dodge, and Docker's to execute integrated sponsor installations throughout the party. Dos Equis was served from a custom ice bar and Cuervo models passed out ice shots to guests. The hottest celebrities such as Adrian Grenier, Kevin Conolly, Sara Silverman, Kim Stewart, and Melanie Brown filled the red carpet and the evening started with a performance by Joss Stone. From the Beach Casino, the Arabian belly dancers, the Docker's clothing giveaway, and the interactive games, TK New York brought their expertise, flair, and elegance to all of the elements of Maxim Oasis and made it a memorable night for everybody.