The task was to create and produce an incentive teambuilding event for an innovative multinational technology company. The overall initiative was to encourage team unity and creativity while providing the participants with the opportunity to think outside the box. It was an adventure that encompassed the imagination of the guests as they journeyed through literary nonsense in their quest to reach the end. So what began like any other typical Las Vegas evening, rapidly turned into an adventure with twists and turns for all 86 attendees who followed the path “Down the Rabbit Hole” feeding their curiosity and surpassing expectations.