



We've got meetings and conventions down to a science.

A center for life sciences.

In 2006, the Wall Street Journal named Grand Rapids one of America's most inventive cities – largely on the strength of our burgeoning life-science industry. Over the past few years alone, more than \$1 billion has been invested in making Grand Rapids a center for excellence in biomedical research, education and patient care. This also makes Grand Rapids an ideal setting for life-science meetings and conventions.

Take a trip up Health Hill.

Enrich your meeting experience with a visit to Michigan Street's "Health Hill," the epicenter of our life-science industry. It's anchored by the Van Andel Institute, an internationally recognized independent biomedical research organization focused on the genetic and molecular origins of cancer. Fellow tenants of the Hill include:

- Spectrum Health, an integrated healthcare delivery system

- Fred & Lena Meijer Heart Center
- Helen DeVos Children's Hospital
- Lemmon-Holton Cancer Pavilion
- Grand Valley State University Cook-DeVos Center for Health Sciences
- Secchia Center for the College of Human Medicine at Michigan State University
- The Core Technology Alliance, a statewide collaborative of advanced technology service facilities
- Center for Molecular Medicine, an advanced molecular pathology lab created to support and advance 21st-century diagnostics, translational research and clinical trials
- Michigan Street Development, a new 700,000-sq.-ft. medical office and life science research and technology complex



Grand Rapids ...
you'll get hooked!

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- West Michigan Science & Technology Initiative, offering wet-lab incubator space

and collaborative opportunities for researchers and entrepreneurs

A short drive from the Hill, Mary Free Bed Rehabilitation Hospital, St. Mary's Health Care, and the Lacks Cancer Center and Hauenstein Parkinson's Center at St. Mary's enhance the health care services available in the center of the city. A little further south, the Metro Health Village is bringing advanced medical care to southwest suburban Grand Rapids.

Close and convenient.

Health Hill is just a five-minute walk from downtown's state-of-the-art convention center and first-class hotels. Also within walking distance: 75+ restaurants, nightclubs, theaters, museums and sports venues. If you prefer suburban lodging, Health Hill is easily and immediately accessible by expressway.



We'll roll out the red carpet for you.

Our Grand Response™ team is devoted to providing top-flight service for groups of any size. We can help you find the perfect venue, arrange a Health Hill tour and plan a memorable, productive event.

Look who's already chosen Grand Rapids!

- Michigan Dental Association
- Michigan State Medical Society
- American College of Sports Medicine - Midwest Chapter
- Association of Otolaryngology Administrators
- Midwest Nursing Research Society
- American Society for Healthcare Central Service Professionals
- Williams Syndrome Association
- Myasthenia Gravis Foundation of America
- Great Lakes Association of Orthodontists
- Mid American Health Organization
- Michigan Association for Health, Physical Education, Recreation & Dance



Grand Rapids
Michigan's West Coast

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