News

UCONN AND JMA HOST MERCH EVENT ON CAMPUS

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The University of Connecticut held a merch open house on Thursday from 9:30 a.m. to 2:30 p.m. at the Student Union.

Anna Milot, assistant director of brand partnerships and trademark management at UConn, said this event was aimed at student organizations, club sports, offices and departments at the university looking to create merchandise representing their group.

John Micheal Associates (JMA) was co-hosting the event. JMA is UConn's vendor for promotional items since 2022, Milot said.

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PRESIDENT MILOT

"We came up with this idea to have an open house, just to create some camaraderie and give a face to the emails," she said.

The event was targeted towards student organizations or departments that use university spending for promotional or branded items, Milot said. There was also some free merchandise for students to take.

Multiple students were at the event looking at different merchandise, some with UConn's logos and branding.

There were four different vendors at the event including The Magnet Group, SanMar, Hit Promotional Products and MiiR.

"I think it's good that UConn offers different events. Whenever I'm in the Student Union there's always something different or new happening, which is really good."

PRESIDENT LILIANE MISIAK



Students observe the booths of different UConn merchandise suppliers at the Student Union on Thursday, Oct. 8. The event was targeted towards student organizations or departments that use university spending for promotional or branded items.

PHOTO BY JACOB BLACKWELL, GRAB PHOTOGRAPHER/THE DAILY CAMPUS



UConn merchandise suppliers speak to students at the Student Union on Thursday, Oct. 8 The four different vendors at the event included The Magnet Group, SanMar, Hit Promotional Products and MiiR.

PHOTO BY JACOB BLACKWELL, GRAB PHOTOGRAPHER/THE DAILY CAMPUS.

Students had the opportunity to talk with vendors about their products and how they merchandise them to UConn.

Bill Nault, regional sales manager for The Magnet Group, said they brand various different kinds of merchandise.

"We are the largest promotional magnet company in the world," he said.

Nault said they manufacture items such as journals, awards and technology-related products. Much of what they do is branded with corporate logos, he said.

The Magnet Group does some international business. Its journals, for instance, are made in Italy.

Liliana Misiak, a first-semester elementary education major, said she was interested when she heard there could be free merch at the event.

"I think it's good that UConn offers different events. Whenever I'm in the Student Union there's always something different or new happening, which is really good," she said.

Kiara Davis, a fifth-semester psychology major, said she saw the event online.

She said that the event was more interactive than she thought it would be. There were people standing and explaining their products and their importance.

"Every year it feels like we gain more and more trust and partnership between all of the different departments and all the different clubs and organizations."

PRESIDENT LYDIA HARRIS

"By having people explain their products, it connects you more to the merchandise since there is a story behind it," Davis said.

Lydia Harris, the account manager for JMA, said that it has been great working with UConn.

"Every year it feels like we gain more and more trust and partnership between all of the different departments and all the different clubs and organizations," she said. "It's great to put the names and faces together."

"We do a lot with the club organizations, but we also do a bunch with UConn Rec," Harris said. "We help out with athletics, their giveaway T-shirts, that kind of thing."

The Daily Campus

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