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15531-2   
JELD-WEN  
January 14, 2019  
Version 10

**IBS PROMO EMAIL #1**

| Section | Copy |
| --- | --- |
| JW Logo | Link to [<http://www.jeld-wen.com?utm_campaign=2019%20IBS&utm_medium=Email&utm_source=Pardot&utm_content=JWLogo>  ALT: JELD-WEN Windows and Doors |
| IBS 2019 Logo | Link to (do not link)  ALT: IBS 2019 |
| Hero Image | Link to [<http://www.jeld-wen.com/ibs-2019?utm_campaign=2019%20IBS&utm_medium=Email&utm_source=Pardot&utm_content=HeroImage>  ALT: Head to Booth C5230 at IBS to get ahead and get rewarded. |
| Hero headline | Head to Booth C5230 at IBS to get ahead and get rewarded. |
| Body copy | Experience innovation, pick up a prize, and learn business-boosting insights in Las Vegas, NV, February 19-21.\* |
| CTA Button (image) | RESERVE YOUR PRIZE |
| CTA URL | Link to [<http://www.jeld-wen.com/ibs-2019?utm_campaign=2019%20IBS&utm_medium=Email&utm_source=Pardot&utm_content=CTALearnMore>  ALT: Reserve your prize |
| Section 02 subhead | You bring it home every day. We’ve got your back. |
| Section 02 body copy | Your business is important to you, and you are important to us. Join us to gain valuable insights from master builder Jonathan Smith, connect with industry experts, and receive a prize as a token of our appreciation for your hard work.  Visit JELD-WEN Booth C5230 at IBS.  *\*IBS prizes available while supplies last.* |
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