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15531-2   
JELD-WEN  
January 18, 2019  
Version 04 changes highlighted in green

**IBS PROMO EMAIL #2**

| Section | Copy |
| --- | --- |
| Subject line | Don’t miss your chance to get ahead and be rewarded at IBS Booth C5230. |
| Pre-header text | Experience innovation, pick up a prize, and learn business-boosting insights at IBS Booth C5230. |
|  |  |
| JW Logo | Link to [[http://www.jeld-wen.com/?utm\_campaign=2019 IBS&utm\_medium=Email&utm\_source=Pardot&utm\_content=JWLogoPromoEmail](http://www.jeld-wen.com/?utm_campaign=2019%20IBS&utm_medium=Email&utm_source=Pardot&utm_content=JWLogoPromoEmail)2  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 IBS&utm\_medium=Email&utm\_source=Pardot&utm\_content=HeroImagePromoEmail](http://www.jeld-wen.com/ibs-2019?utm_campaign=2019%20IBS&utm_medium=Email&utm_source=Pardot&utm_content=HeroImagePromoEmail)2  ALT: Don’t miss your chance to get ahead and be rewarded at IBS. |
| Hero headline | Don’t miss your chance to get ahead and be rewarded at IBS Booth C5230. |
| Body copy | IBS is coming up soon, so don’t miss your chance to 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 IBS&utm\_medium=Email&utm\_source=Pardot&utm\_content=CTAReserveYourPrizePromoEmail2  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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