

When are the 2025 program launch windows and deadlines?

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The HBA Global Ambassador Program holds multiple program launch windows every year. The 2026 windows and deadlines for **Activation Forms** are as follows:

September/October 2026
Deadline for Activation Forms: 31 July, 2026

These windows and deadlines are published on the [HBA Global Ambassador Program homepage](#).

Deadline flexibility: companies often inquire if they can have an extension on the activation form deadline. While the HBA can allow approx. 1-2 weeks of flexibility after the deadline, **it is not advisable to extend the deadline** beyond that. These dates are in place to ensure that the company is set up to have a smooth and easy planning experience. In the HBA's experience, every instance where a company has not met the deadline or 2-week extension has led to significant stress, frustration, and overwhelm. Given this, companies that miss the deadline should be guided to the following launch window.
