

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. Terms of Service

Effective Date: [11/10/2025]

Welcome to the cross-border e-commerce services provided by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. (hereinafter referred to as "we", "us", or "the Platform"). These Terms of Service (hereinafter referred to as "these Terms") constitute a legally binding agreement between you (hereinafter referred to as "User" or "Buyer") and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. regarding your use of our independent website (URL: <https://www.boatshowchina.com/en/landing-page>, hereinafter referred to as "the Website") for activities including but not limited to product purchase, logistics and delivery, and after-sales service.

Please carefully read and fully understand all provisions of these Terms before accessing, browsing, or using the Website and related services, with particular attention to clauses that exempt or limit our liability, dispute resolution methods, and applicable laws (we have highlighted these clauses in bold). Your access, browsing, or use of the Website and related services shall constitute your full understanding of and consent to be bound by all provisions of these Terms. If you do not agree to any provision of these Terms, please do not use the Website and related services.

1. Scope of Services and Usage Norms

1.

Service Content: We provide Users with cross-border e-commerce related services through the Website, including product display, online ordering, payment and settlement, cross-border logistics and delivery, and after-sales service. Users may select and purchase products displayed on the Website and enjoy corresponding services according to their own needs.

2.

User Eligibility: You confirm and warrant that you have full capacity for civil conduct and can independently bear legal liabilities arising from the use of the Services. If you are a minor or a person without/with limited capacity for civil conduct, you shall use the Services under the accompaniment of your legal guardian, who shall bear corresponding legal liabilities. Meanwhile, you undertake that all information provided by you, such as delivery information and payment information, is true, accurate, complete, and valid. If any information changes, you shall update it in a timely manner; otherwise, you shall bear all losses arising therefrom, such as failure to deliver products or payment failure.

3.

Usage Norms: When using the Services, you shall comply with the relevant laws and regulations of the People's Republic of China and the country/region where the products are to be delivered. You shall not use the Website to engage in any illegal or non-compliant activities, including but not limited to:

Uploading, posting, or disseminating any false, fraudulent, defamatory, insulting, obscene, violent, or illegal information;

4.

Stealing others' identity information, payment accounts, etc. to conduct transactions, or engaging in activities that disrupt the normal operation order of the Platform, such as malicious ordering, malicious refunding, and brushing orders;

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6.

Infringing on others' legal rights and interests such as intellectual property rights, privacy rights, and reputation rights;

7.

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8.

Other acts that violate laws and regulations or the agreements of these Terms.

9.

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If you violate the above agreements, we have the right to take measures such as suspending services, canceling orders, banning accounts, and refusing to provide services again according to the severity of the circumstances. You shall bear all losses arising therefrom. If you cause losses to us or third parties, you shall bear corresponding compensation liabilities.

2. Orders and Payments

1.

Order Formation: An order shall be deemed formed once you select a product on the Website and complete the ordering and payment procedures. However, we reserve the right to verify the order information, inventory status, and payment validity before shipping. If we are unable to fulfill the order due to reasons such as out-of-stock, incorrect price marking, or system failure, we have the right to cancel the order and refund all the payments you have made, and shall not bear other compensation liabilities (unless otherwise agreed by both parties).

2.

Product Prices and Taxes: All product prices displayed on the Website are marked in [CNY/USD], which only represent the selling price of the products themselves and do not include cross-border logistics fees, customs duties, value-added taxes, customs clearance fees, and other fees (unless clearly marked as "free shipping" or "tax-included"). You shall independently bear all taxes arising from the import of products. The specific tax standards shall be subject to the regulations of the customs and relevant authorities of the destination country/region. We may assist in providing necessary customs clearance materials, but shall not bear the obligation of tax withholding and payment, nor shall we bear liabilities for customs clearance delays, product detention, etc. caused by tax issues.

3.

Payment Methods: You shall complete the payment through the payment channels supported by the Website (such as credit cards, PayPal, etc.). After the payment is completed, the funds will be temporarily held by the payment service provider designated by us, and will be settled into our account only after you confirm receipt of the products and there is no valid dispute. You confirm and agree that any handling fees incurred during the payment process (if any) shall be borne by you, and you shall ensure that the balance of the payment account is sufficient and the payment information is true and valid. If payment failure, delayed arrival of funds, etc. occur due to problems

with the payment account, the order shall be deemed as unpaid, and we have the right to refuse to ship the products.

4.

Order Modification and Cancellation: After the payment for the order is completed, if you need to modify the order information (such as delivery address, contact information, etc.) or cancel the order, you shall contact our customer service to apply before the product is shipped. If the product has been shipped, we will not be able to assist in modifying or canceling the order, and you shall handle it in accordance with the "Return and Refund Policy" of these Terms.

3. Logistics and Delivery

1.

Logistics Methods: We will entrust third-party logistics service providers (hereinafter referred to as "Logistics Companies") to deliver the products according to the logistics method selected by you (such as international express, postal parcel, dedicated line logistics, etc.) or the order situation. The delivery scope shall be subject to the public notice on the Website.

2.

Delivery Timeframe: The delivery timeframe displayed on the Website is for reference only. The actual delivery time may be delayed due to various factors such as product inventory, customs clearance efficiency, logistics company capacity, and policies of the destination country/region. We do not guarantee the absolute delivery timeframe. If the delivery is delayed due to force majeure, adjustment of customs clearance policies, reasons of the logistics company, etc., we will make every effort to assist in communication but shall not bear compensation liabilities.

3.

Confirmation of Receipt: When you or your authorized recipient signs for the product, you shall carefully check whether the outer packaging of the product is intact and whether the quantity of the product is consistent with the order. If you find that the outer packaging is damaged, the product is missing or damaged, etc., you shall take photos on the spot to retain evidence and promptly contact our customer service and the logistics company for verification; if you sign for the product without raising objections on the spot, it shall be deemed that the product has been delivered in good condition.

4.

Transfer of Logistics Risk: The logistics risk shall be transferred to you once the product is delivered to the logistics company. If the product is lost, damaged, delayed, etc. during transportation, we will assist you in claiming compensation from the logistics company, but the final claim result shall be subject to the confirmation of the logistics company. We shall not directly bear relevant losses (except for losses caused by improper packaging on our part).

4. Product Quality and After-Sales Service

1.

Product Description: We make every effort to ensure that the pictures, text descriptions, specification parameters, and other information of the products on the Website are true and accurate. However, due to factors such as shooting light, display resolution, and production batches, there may be slight differences. The actual condition of the product shall be subject to the physical product received. If there is a major discrepancy in the product information, you may contact our

customer service in a timely manner, and we will handle it in accordance with the "Return and Refund Policy" agreed herein.

2.

Quality Assurance: We shall ensure that the products sold comply with the quality standards of the country of origin and the relevant quality requirements of the destination country/region (if applicable). All products are subject to strict quality inspection before shipment. If you find that the product has quality defects (excluding defects caused by human factors such as improper use, storage, or transportation after receipt) within the quality guarantee period (if specified on the product or in the order), you shall provide photos or videos of the product and the defect as evidence and contact our customer service to apply for after-sales service within [X] days from the date of receipt. We will verify the situation and provide solutions such as return, replacement, or refund according to the severity of the defect and the product situation.

We attach great importance to the protection of your personal information. Our collection, use, storage, and disclosure of your personal information shall be conducted in accordance with our Privacy Policy. By using the Services, you confirm that you have read and understood our Privacy Policy and agree to our handling of your personal information as stipulated therein.

5. Limitation and Exclusion of Liability

1.

To the maximum extent permitted by law, we shall not be liable for any indirect, incidental, special, consequential, or punitive damages, including but not limited to loss of profits, loss of business opportunities, loss of data, etc., arising from or in connection with your use of the Website or the Services, whether based on contract, tort, negligence, or other legal theories, even if we have been advised of the possibility of such damages.

2.

Our liability for direct damages arising from breach of these Terms or improper provision of services shall not exceed the total amount of payments you have made for the relevant order causing the damages.

3.

We shall not be liable for any failure or delay in performing our obligations under these Terms due to force majeure. "Force majeure" refers to unforeseeable, unavoidable, and insurmountable objective circumstances, including but not limited to natural disasters, wars, riots, government decrees, network failures, and logistics disruptions.

4.

We shall not be liable for any losses caused by the failure or delay of services provided by third parties, such as payment service providers, logistics companies, and network service providers.

6. Changes and Termination of These Terms

1.

It is necessary to comply with legal obligations or government orders;

2.

The Services cannot be provided due to force majeure or technical failures;

3.

The Services cannot be provided due to force majeure or technical failures;

4.

We cease to operate the relevant business.

5.

We cease to operate the relevant business.

After the termination of the Services, the clauses of these Terms that should survive (including but not limited to intellectual property rights, liability limitations, dispute resolution, etc.) shall continue to be binding on both parties.

7. Governing Law and Dispute Resolution

1.

Governing Law: These Terms shall be governed by and construed in accordance with the laws of [Jurisdiction, e.g., the State of California, United States / the People's Republic of China]. If there is any conflict between the laws of the selected jurisdiction and the mandatory laws of the country/region where you are located, the mandatory laws shall prevail.

2.

Dispute Resolution: Before initiating any formal dispute resolution procedure, both parties shall first attempt to resolve the dispute through friendly negotiation. If the negotiation fails within [30] days from the date of the first negotiation request, either party may submit the dispute to [Arbitration Institution, e.g., the American Arbitration Association (AAA) / the China International Economic and Trade Arbitration Commission (CIETAC)] for arbitration in accordance with its current effective arbitration rules. The place of arbitration shall be [City, e.g., Los Angeles, USA / Shanghai, China], and the language of arbitration shall be English. The arbitration award shall be final and binding on both parties. Alternatively, you may also file a lawsuit with the people's court having jurisdiction over [Our Company's Registered Address / the Place of Performance of the Contract].

8. Miscellaneous

1.

If any clause of these Terms is deemed invalid, illegal, or unenforceable by a court or arbitration institution with jurisdiction, such clause shall be deemed deleted, but the remaining clauses of these Terms shall remain valid and enforceable.

2.

Our failure to exercise or delay in exercising any right or remedy under these Terms shall not constitute a waiver of such right or remedy, nor shall it affect our subsequent exercise of such right or remedy.

3.

These Terms constitute the entire agreement between you and us regarding the use of the Website and the Services, and supersede all prior oral or written agreements, understandings, and arrangements between the two parties on the subject matter hereof.

4.

If you have any questions or suggestions about these Terms, please contact us through the following channels:

Email: [Your Customer Service Email]

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The right to correction: You can request that we correct any inaccurate or incomplete Personal Information about you.

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The right to erasure (also known as the "right to be forgotten"): You can request that we delete your Personal Information, subject to certain legal exceptions (e.g., if we need to retain the information to comply with a legal obligation).

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The right to restriction of processing: You can request that we restrict the processing of your Personal Information in certain circumstances (e.g., if you dispute the accuracy of the information).

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The right to data portability: You can request that we transfer your Personal Information to another data controller in a structured, commonly used, and machine-readable format.

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The right to object: You can object to the processing of your Personal Information for direct marketing purposes or on grounds relating to your particular situation, where the processing is based on our legitimate business interests.

To exercise any of these rights, please contact us using the contact information provided below. We may require you to provide proof of identity to verify that you are the legitimate owner of the Personal Information in question, to ensure the security of your data.

In addition, if you are a resident of the EEA, we note that we process your Personal Information to fulfill contracts we may have with you (e.g., when you place an order through our website) or to pursue our legitimate business interests as listed above. Please also note that your information will be transferred outside the EEA, including to [Specific Countries/Regions, e.g., Canada and the United States]. We ensure that such transfers comply with GDPR requirements, for example, by using Standard Contractual Clauses (SCCs) approved by the European Commission or relying on an adequacy decision issued by the European Commission for the destination country/region.

8. Data Retention

When you place an order through our website, we will retain your Order Information in our records for as long as necessary to fulfill the purposes for which it was collected (e.g., to process returns, resolve disputes, or comply with tax and accounting obligations). After this period, we will delete or anonymize your Order Information unless you request us to delete it earlier. For Device Information, we retain this data for a reasonable period of time to support website optimization, fraud prevention, and analytical purposes, after which it is either deleted or aggregated into non-identifiable statistical data.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or regulatory obligations. When we make changes, we will revise the "Last Updated" date at the top of this policy. We encourage you to review this Privacy Policy periodically to stay informed about how we collect, use, and share your Personal Information. Your continued use of our website after the effective date of the updated policy constitutes your acceptance of the changes.

10. Contact Us

If you have any questions about this Privacy Policy, want to learn more about our privacy practices, or wish to exercise your rights (e.g., access, correction, or erasure of your Personal Information) or

file a complaint, please contact us via the following channels:

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Email: bill.zhang@imsinoexpo.com

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Phone: 021-33392011

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Official Wechat: CIBS_Shanghai

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Address: 7-8F, Urban Development International Tower, No. 355 Hongqiao Road, Shanghai, 200030, China

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