

CVENT INC  
Form 4  
August 14, 2013

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Insight Venture Partners VII, L.P.

2. Issuer Name and Ticker or Trading Symbol  
CVENT INC [CVT]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
680 FIFTH AVENUE, 8TH FLOOR,

3. Date of Earliest Transaction (Month/Day/Year)  
08/14/2013

\_\_\_ Director \_\_\_X\_\_\_ 10% Owner  
\_\_\_ Officer (give title below) \_\_\_ Other (specify below)

(Street)  
NEW YORK, NY 10019

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_\_\_ Form filed by One Reporting Person  
\_X\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)	
			Code	V	Amount	(A) or (D)	Price	
Common Stock	08/14/2013		C		5,705,024	A	Ⓣ 5,705,024	D (2)
Common Stock	08/14/2013		C		2,511,472	A	Ⓣ 2,511,472	D (2)
Common Stock	08/14/2013		C		132,047	A	Ⓣ 132,047	D (2)
Common Stock	08/14/2013		C		360,860	A	Ⓣ 360,860	D (2)
Common Stock	08/14/2013		C		8,709,403	A	Ⓣ 8,709,403	I

See Footnote (2)

Edgar Filing: CVENT INC - Form 4

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)
					Acquired (A)	Disposed of (D)	Date Exercisable	Expiration Date	
Series A Preferred Stock	(1)	08/14/2013		C	V	(A) 5,705,024	(D)	(1) (1)	Common Stock 5,705,024
Series A Preferred Stock	(1)	08/14/2013		C	V	(A) 2,511,472	(D)	(1) (1)	Common Stock 2,511,472
Series A Preferred Stock	(1)	08/14/2013		C	V	(A) 132,047	(D)	(1) (1)	Common Stock 132,047
Series A Preferred Stock	(1)	08/14/2013		C	V	(A) 360,860	(D)	(1) (1)	Common Stock 360,860
Series A Preferred Stock	(1)	08/14/2013		C	V	(A) 8,709,403	(D)	(1) (1)	Common Stock 8,709,403

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Insight Venture Partners VII, L.P. 680 FIFTH AVENUE, 8TH FLOOR NEW YORK, NY 10019		X		
Insight Venture Partners (Cayman) VII, L.P. 680 FIFTH AVENUE 8TH FLOOR NEW YORK, NY 10019		X		
Insight Venture Partners VII (Co-Investors), L.P.		X		

680 FIFTH AVENUE  
8TH FLOOR  
NEW YORK, NY 10019

Insight Venture Partners (Delaware) VII, L.P.

680 FIFTH AVENUE  
8TH FLOOR  
NEW YORK, NY 10019

X

Insight Venture Associates VII, Ltd.

680 FIFTH AVENUE  
8TH FLOOR  
NEW YORK, NY 10019

X

Insight Venture Associates VII, L.P.

680 FIFTH AVENUE  
8TH FLOOR  
NEW YORK, NY 10019

X

Insight Holdings Group, LLC

680 FIFTH AVENUE  
8TH FLOOR  
NEW YORK, NY 10019

X

## Signatures

By: Insight Venture Associates VII, L.P., its general partner, By: Insight Venture Associates VII, Ltd., its general partner, By: /s/ Blair M. Flicker

08/14/2013

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The Series A Preferred Stock automatically converted into common stock of the Issuer on a 1-for-1 basis immediately prior to the closing of the Issuer's initial public offering of common stock on August 14, 2013, for no additional consideration and had no expiration date.
- (2) See Exhibit 99.1.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.