

CVENT INC
Form 4
August 18, 2014

FORM 4

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

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

OMB APPROVAL

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(Print or Type Responses)

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

(Last) (First) (Middle)

INSIGHT VENTURE
ASSOCIATES VII, L.P., P.O. BOX
309 UGLAND HOUSE

(Street)

GRAND CAYMAN, E9 KY1-1104

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

CVENT INC [CVT]

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

08/14/2014

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____X____ 10% Owner
____ Officer (give title below) ____ Other (specify below)

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 Indirect Beneficial Ownership (Instr. 4)
Common Stock, par value \$0.001 per share	08/14/2014		S	131,008	D \$ 26.33	4,064,357	D (1) (5) (6)
Common Stock, par value \$0.001 per share	08/14/2014		S	57,673	D \$ 26.33	1,789,215	D (2) (5) (6)
	08/14/2014		S	3,032	D	94,072	D (3) (5) (6)

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Common
Stock, par
value
\$0.001 per
share

\$
26.33

Common
Stock, par
value 08/14/2014
\$0.001 per
share

S 8,287 D \$ 26.33 257,083 D (4) (5) (6)

Common
Stock, par
value 08/14/2014
\$0.001 per
share

S 200,000 D \$ 26.33 6,204,727 I

See
Footnotes
(5) (6)

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

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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 Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
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Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Code	V (A) (D)		

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Insight Venture Partners VII, L.P.
INSIGHT VENTURE ASSOCIATES VII, L.P.
P.O. BOX 309 UGLAND HOUSE
GRAND CAYMAN, E9 KY1-1104

X

Insight Venture Partners (Cayman) VII, L.P.
INSIGHT VENTURE ASSOCIATES VII, L.P.
P.O. BOX 309 UGLAND HOUSE
GRAND CAYMAN, E9 KY1-1104

X

Insight Venture Partners VII (Co-Investors), L.P.
INSIGHT VENTURE ASSOCIATES VII, L.P.,
P.O. BOX 309 UGLAND HOUSE
GRAND CAYMAN, E9 KY1-1104

X

Insight Venture Partners (Delaware) VII, L.P.
680 FIFTH AVENUE
8TH FLOOR
NEW YORK, NY 10019

X

Insight Venture Associates VII, L.P.
INSIGHT VENTURE ASSOCIATES VII, L.P.
P.O. BOX 309 UGLAND HOUSE
GRAND CAYMAN, E9 KY1-1104

X

Insight Venture Associates VII, Ltd.
INSIGHT VENTURE ASSOCIATES VII, L.P.
P.O. BOX 309 UGLAND HOUSE
GRAND CAYMAN, E9 KY1-1104

X

Insight Holdings Group, LLC
680 FIFTH AVENUE
8TH FLOOR
NEW YORK, NY 10019

X

Signatures

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

08/15/2014

__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) See Exhibit 99.1.
- (2) See Exhibit 99.1.
- (3) See Exhibit 99.1.
- (4) See Exhibit 99.1.
- (5) See Exhibit 99.1.
- (6) 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.
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