

CVENT INC

Form 4

October 19, 2015

**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

OMB  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Aggarwal Rajeev K.

(Last) (First) (Middle)

1765 GREENSBORO STATION  
PLACE, 7TH FLOOR

(Street)

TYSONS CORNER, VA 22102

(City) (State) (Zip)

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

CVENT INC [CVT]

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

10/15/2015

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☒ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)

Chief Executive Officer

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

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

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of<br>(D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock                       | 10/15/2015                              |                                                             | A <sup>(1)</sup>                     | 21,046                                                                     | A \$ 0                                                                                                             | 1,923,443                                                            | D                                                                 |
| Common<br>Stock                       |                                         |                                                             |                                      |                                                                            |                                                                                                                    | 1,135,571                                                            | I <sup>(2)</sup>                                                  |
| Common<br>Stock                       |                                         |                                                             |                                      |                                                                            |                                                                                                                    | 1,331,975                                                            | I                                                                 |
|                                       |                                         |                                                             |                                      |                                                                            |                                                                                                                    |                                                                      | Reggie and<br>Dharini<br>Aggarwal<br>Irrevocable<br>Trust (2011)  |
|                                       |                                         |                                                             |                                      |                                                                            |                                                                                                                    |                                                                      | Reggie<br>Aggarwal<br>Grantor<br>Retained<br>Annuity              |

Trust (2011)

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<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |     | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                    |                 |                                  |
|-----------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----|---------------------------------------------------------------------|--------------------|-----------------|----------------------------------|
|                                                     |                                                                       |                                         |                                                             | Code                                    | V                                                                                                            | (A)                                                            | (D) | Date<br>Exercisable                                                 | Expiration<br>Date | Title           | Amount or<br>Number of<br>Shares |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy)    | \$ 32.43                                                              | 10/15/2015                              |                                                             | A                                       |                                                                                                              | 51,912                                                         |     | <u>(3)</u>                                                          | 10/15/2025         | Common<br>Stock | 51,912                           |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy)    | \$ 27.84                                                              |                                         |                                                             |                                         |                                                                                                              |                                                                |     | <u>(4)</u>                                                          | 12/31/2024         | Common<br>Stock | 150,115                          |

## Reporting Owners

| Reporting Owner Name / Address                                                              | Relationships |           |                               |       |
|---------------------------------------------------------------------------------------------|---------------|-----------|-------------------------------|-------|
|                                                                                             | Director      | 10% Owner | Officer                       | Other |
| Aggarwal Rajeev K.<br>1765 GREENSBORO STATION PLACE<br>7TH FLOOR<br>TYSONS CORNER, VA 22102 | X             |           | Chief<br>Executive<br>Officer |       |

## Signatures

/s/ Lawrence Samuelson,  
Attorney-in-Fact

10/15/2015

\_\_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) On October 15, 2015, the reporting person received a grant of restricted stock units pursuant to the Company's 2013 Equity Incentive Plan. The restricted stock units will vest upon the following schedule: 50% on September 15, 2016 and 50% on September 15, 2017.
- (2) The reporting person disclaims beneficial ownership of the shares held by the irrevocable trust, and this report should not be deemed an admission that the reporting person is the beneficial owner of the trust's shares for purposes of Section 16 or for any other purpose.
- (3) The shares subject to this option will become exercisable upon the following schedule: 50% will become exercisable on September 15, 2016 and 50% will become exercisable on September 15, 2017.
- (4) The shares subject to this option will become exercisable in four equal annual installments beginning on March 15, 2016.

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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