

CVENT INC

Form 4

August 14, 2013

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)

680 FIFTH AVENUE, 8TH
FLOOR,

(Street)

NEW YORK, NY 10019

(City) (State) (Zip)

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

CVENT INC [CVT]

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

08/14/2013

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	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)

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

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(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)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Series A Preferred Stock	(1)	08/14/2013		C		5,705,024		(1)	(1)	Common Stock	5,705,024
Series A Preferred Stock	(1)	08/14/2013		C		2,511,472		(1)	(1)	Common Stock	2,511,472
Series A Preferred Stock	(1)	08/14/2013		C		132,047		(1)	(1)	Common Stock	132,047
Series A Preferred Stock	(1)	08/14/2013		C		360,860		(1)	(1)	Common Stock	360,860
Series A Preferred Stock	(1)	08/14/2013		C		8,709,403		(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.

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