

CVENT INC  
Form 4  
August 18, 2014

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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.

(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)	
			Code	V	Amount or Price			
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)

Common Stock, par value \$0.001 per share					\$ 26.33			
Common Stock, par value \$0.001 per share	08/14/2014	S	8,287	D	\$ 26.33	257,083	D	<u>(4)</u> <u>(5)</u> <u>(6)</u>
Common Stock, par value \$0.001 per share	08/14/2014	S	200,000	D	\$ 26.33	6,204,727	I	See Footnotes <u>(5)</u> <u>(6)</u>

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

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**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. Number of Derivative Securities Owned Beneficially (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## 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. X  
 P.O. BOX 309 UGLAND HOUSE  
 GRAND CAYMAN, E9 KY1-1104

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

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

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

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

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

## 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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