

CVENT INC  
Form 4  
September 16, 2016

**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 \*  
Malhotra Bharet

(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)  
09/15/2016

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ 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 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 (A) or (D) Price   |   |  |   |
| Common Stock                    | 09/15/2016                           |  | F <sup>(1)</sup>               | 1,079 D \$ 31.95  | 121,687   | D  |   |
| Common Stock                    |                                      |  |                                |   | 25,000  | I <sup>(2)</sup>   | Bharet Malhotra Irrevocable Trust (2013)              |

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)

Edgar Filing: CVENT INC - Form 4

**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. F         |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount or Number of Shares |
| Employee Stock Option (Right to Buy)       | \$ 1.8   |                                      |  |                                |   | <u>(3)</u>   | 03/11/2021  | Common Stock | 162,500                    |
| Employee Stock Option (Right to Buy)       | \$ 32.43   |                                      |  |                                |   | <u>(4)</u>   | 10/15/2025  | Common Stock | 15,973                     |
| Employee Stock Option (Right to Buy)       | \$ 27.84   |                                      |  |                                |   | <u>(5)</u>   | 12/31/2024  | Common Stock | 46,189                     |
| Employee Stock Option (Right to Buy)       | \$ 21.73   |                                      |  |                                |   | <u>(6)</u>   | 04/06/2026  | Common Stock | 48,433                     |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |            |       |
|--|---------------|-----------|------------|-------|
|  | Director      | 10% Owner | Officer    | Other |
| Malhotra Bharet<br>1765 GREENSBORO STATION PLACE<br>7TH FLOOR<br>TYSONS CORNER, VA 22102 |               |           | SVP, Sales |       |

## Signatures

/s/ Lawrence Samuelson,  
Attorney-in-Fact

09/15/2016

\_\_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 reporting person sold the shares reported on this Form 4 in a "sell to cover" transaction to satisfy tax obligations associated with the vesting of a tranche of restricted stock units originally granted on October 15, 2015.
- (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) All the shares subject to this option are presently exercisable.
- (4) 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.
- (5) One-quarter of the shares subject to this option are currently exercisable. The remaining shares will become exercisable in three equal annual installments on March 15 in each of 2017, 2018 and 2019.
- (6) The shares subject to this option will become exercisable in four equal installments beginning on March 1, 2017.

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.