

CVENT INC  
Form 3  
August 08, 2013

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * |         |          | 2. Date of Event Requiring Statement  | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |   |
| Â Insight Venture Partners VII, L.P.      |         |          | (Month/Day/Year)  | CVENT INC [CVT]                                    |   |
| (Last)                                    | (First) | (Middle) | 08/08/2013  |  |   |
| 680 FIFTH AVENUE, 8TH FLOOR               |         |          | 4. Relationship of Reporting Person(s) to Issuer  |  | 5. If Amendment, Date Original Filed(Month/Day/Year)  |
| (Street)                                  |         |          | (Check all applicable)  |  |   |
| NEW YORK, NY 10019                        |         |          | <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner<br><input type="checkbox"/> Officer <input type="checkbox"/> Other<br>(give title below)    (specify below) |  | 6. Individual or Joint/Group Filing(Check Applicable Line)<br><input type="checkbox"/> Form filed by One Reporting Person<br><input checked="" type="checkbox"/> Form filed by More than One Reporting Person |
| (City)                                    | (State) | (Zip)    |   |  |   |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4)        | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|--|---|--|
| Common Stock, par value \$0.001 per share | 5,705,024  | D <sup>(1)</sup>  | Â  |
| Common Stock, par value \$0.001 per share | 2,511,472  | D <sup>(1)</sup>  | Â  |
| Common Stock, par value \$0.001 per share | 132,047  | D <sup>(1)</sup>  | Â  |
| Common Stock, par value \$0.001 per share | 360,860  | D <sup>(1)</sup>  | Â  |
| Common Stock, par value \$0.001 per share | 8,709,403  | I   | See footnote <sup>(1)</sup>                              |

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

SEC 1473 (7-02)

**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.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 3. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 4) |                                  | 4. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 5. Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 5) | 6. Nature of Indirect<br>Beneficial Ownership<br>(Instr. 5) |
|---|--|--------------------|--|----------------------------------|--|--|---|
|   | Date<br>Exercisable  | Expiration<br>Date | Title  | Amount or<br>Number of<br>Shares |  |  |   |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| Insight Venture Partners VII, L.P.<br>680 FIFTH AVENUE, 8TH FLOOR<br>NEW YORK, NY 10019                | ^             | ^ X       | ^       | ^     |
| Insight Venture Partners (Cayman) VII, L.P.<br>680 FIFTH AVENUE, 8TH FLOOR<br>NEW YORK, NY 10019       | ^             | ^ X       | ^       | ^     |
| Insight Venture Partners VII (Co-Investors), L.P.<br>680 FIFTH AVENUE, 8TH FLOOR<br>NEW YORK, NY 10019 | ^             | ^ X       | ^       | ^     |
| Insight Venture Partners (Delaware) VII, L.P.<br>680 FIFTH AVENUE, 8TH FLOOR<br>NEW YORK, NY 10019     | ^             | ^ X       | ^       | ^     |
| Insight Venture Associates VII, Ltd.<br>680 FIFTH AVENUE, 8TH FLOOR<br>NEW YORK, NY 10019              | ^             | ^ X       | ^       | ^     |
| Insight Venture Associates VII, L.P.<br>680 FIFTH AVENUE, 8TH FLOOR<br>NEW YORK, NY 10019              | ^             | ^ X       | ^       | ^     |
| Insight Holdings Group, LLC<br>680 FIFTH AVENUE, 8TH FLOOR<br>NEW YORK, NY 10019                       | ^             | ^ X       | ^       | ^     |

## Signatures

Insight Venture Partners VII, L.P., By: /s/ Blair M.  
Flicker

08/08/2013

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 5(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.

## Edgar Filing: CVENT INC - Form 3

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.