

CVENT INC  
Form 4  
April 08, 2016

**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 \*  
**RUSSO CYNTHIA A**

(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)  
**04/06/2016**

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 Financial 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 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) Amount (D) Price  |   |  |                                   |
| Common Stock                    | 04/06/2016                           |  | A <sup>(1)</sup>               | 12,464 A \$ 0   | 32,508  | D  |                                   |

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

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SEC 1474 (9-02)

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

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| 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) | Amount or Number of Shares |        |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|--------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                      |        |
| Employee Stock Option (Right to Buy)       | \$ 21.73   | 04/06/2016                           |  | A <sup>(2)</sup>               | 29,150  | <sup>(3)</sup>   | 04/06/2026  | Common Stock               | 29,150 |
| Employee Stock Option (Right to Buy)       | \$ 32.43   |                                      |  |                                |   | <sup>(4)</sup>   | 10/15/2025  | Common Stock               | 46,293 |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                         |       |
|--|---------------|-----------|-------------------------|-------|
|  | Director      | 10% Owner | Officer                 | Other |
| RUSSO CYNTHIA A<br>1765 GREENSBORO STATION PLACE<br>7TH FLOOR<br>TYSONS CORNER, VA 22102 |               |           | Chief Financial Officer |       |

## Signatures

/s/ Lawrence Samuelson,  
Attorney-in-Fact

04/08/2016

\*\*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).
- On April 6, 2016, the reporting person received a grant of restricted stock units (RSUs) pursuant to the Company's 2013 Equity Incentive Plan. Twenty-five percent of the RSUs will vest on September 28, 2017. The remaining RSUs will vest in three equal annual installments beginning on March 1, 2018.
- (2) On April 6, 2016, the reporting person received an employee stock option grant pursuant to the Company's 2013 Equity Incentive Plan.
  - (3) The shares subject to this option will become exercisable upon the following schedule: 25% on September 28, 2017; 25% on March 1, 2018; 25% on March 1, 2019; and 25% on March 1, 2020.
  - (4) The shares subject to this option will become exercisable upon the following schedule: 50% on September 28, 2017; 25% on September 28, 2018; and 25% on September 28, 2019.

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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