

CVENT INC  
Form 3  
September 08, 2015

**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 and Ticker or Trading Symbol	
Â Canfora Maria C		(Month/Day/Year)	CVENT INC [CVT]	
(Last)	(First)	(Middle)	08/29/2015	
1765 GREENSBORO STATION PLACE, Â 7TH FLOOR			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
TYSONS CORNER, Â VA Â 22102			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			Vice Pres., Global Controller	
			6. Individual or Joint/Group Filing(Check Applicable Line)	
			<input checked="" type="checkbox"/> Form filed by One Reporting Person	
			<input type="checkbox"/> Form filed by More than One Reporting Person	

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

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	16,580 <sup>(1)</sup>	D	Â

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 (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Employee Stock Options	Â (2)	06/11/2022	Common Stock	1,875	\$ 5.96	D	Â
Employee Stock Options	Â (3)	05/28/2023	Common Stock	2,500	\$ 11.8	D	Â
Employee Stock Options	Â (4)	01/13/2025	Common Stock	5,094	\$ 26.83	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Canfora Maria C 1765 GREENSBORO STATION PLACE 7TH FLOOR TYSONS CORNER, VA 22102	Â	Â	Â Vice Pres., Global Controller	Â

## Signatures

/s/ Lawrence Samuelson, by Power of Attorney

09/08/2015

\*\*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).

Of these shares, 14,250 are currently vested. The remaining 2,330 shares are comprised of restricted stock units that will vest upon the following schedule: 583 shares on March 15, 2016; 583 shares on March 15, 2017; 582 shares on March 15, 2018; and 582 shares on March 15, 2019.

(2) 938 of these options are currently exercisable; the remaining 937 will become exercisable on June 11, 2016.

(3) 1,250 of these options will become exercisable on May 28, 2016; 625 will become exercisable on May 28, 2017, and 625 will become exercisable on May 28, 2018.

(4) 1,274 of these options will become exercisable on March 15, 2016; 1,274 will become exercisable on March 15, 2017; 1,273 will become exercisable on March 15, 2018; and 1,273 will become exercisable on March 15, 2019.

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.