

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 VAÂ 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 ⁽¹⁾ | 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.