

CVENT INC  
Form 4  
December 01, 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

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**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 \*  
Quattrone David C.

(Last) (First) (Middle)

C/O CVENT INC, 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)  
11/29/2016

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 Technology 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) |   |                         |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|---|-------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |   |                         |
| Common Stock                    | 11/29/2016                           |  | J <sup>(1)</sup>               |   | 111,112   | D  | \$ 36 649,098                     | D |                         |
| Common Stock                    | 11/29/2016                           |  | D                              |   | 649,098<br><u>(2)</u> <u>(3)</u>  | D  | <u>(3)</u> 0                      | D |                         |
| Common Stock                    | 11/29/2016                           |  | J <sup>(4)</sup>               |   | 41,666  | D  | \$ 36 83,334                      | I | See Footnote <u>(5)</u> |
| Common Stock                    | 11/29/2016                           |  | D                              |   | 83,334<br><u>(6)</u>  | D  | <u>(6)</u> 0                      | I | See Footnote <u>(5)</u> |

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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)

| 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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title Amount or Number of Shares                              |
| Employee Stock Option (Right to Buy)       | \$ 1.8   | 11/29/2016                           |  | D                              | 18,043  | (7) 03/11/2021   | Common Stock 18,043   |
| Employee Stock Option (Right to Buy)       | \$ 27.84   | 11/29/2016                           |  | D                              | 76,982  | (7) 12/31/2024   | Common Stock 76,982   |
| Employee Stock Option (Right to Buy)       | \$ 32.43   | 11/29/2016                           |  | D                              | 26,622  | (7) 10/15/2025   | Common Stock 26,622   |
| Employee Stock Option (Right to Buy)       | \$ 21.73   | 11/29/2016                           |  | D                              | 88,794  | (7) 04/06/2026   | Common Stock 88,794   |

## Reporting Owners

| Reporting Owner Name / Address      | Relationships  |
|-------------------------------------|--|
| Quattrone David C.<br>C/O CVENT INC | Director 10% Owner Officer<br>Chief Technology Officer |

1765 GREENSBORO STATION PLACE, 7TH FLOOR  
TYSONS CORNER, VA 22102

## Signatures

/s/ Lawrence Samuelson,  
Attorney-in-Fact

12/01/2016

\_\_\*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).

Pursuant to a Rollover Contribution Agreement ("Rollover Contribution Agreement"), by and between Papay Holdco, LLC ("Parent") and the Reporting Person, the Reporting Person contributed these shares of common stock to Parent in exchange for a number of Parent's

- (1) limited partnership interests calculated pursuant to the Rollover Contribution Agreement, effective as of the Effective Time (as defined in the Merger Agreement), at a value of \$36.00 per share. This transaction was exempt from Section 16(b) of the Securities Exchange Act of 1934, as amended, pursuant to Rule 16b-3 promulgated thereunder.

Includes 75,699 unvested Restricted Stock Units ("Unvested RSUs"). Pursuant to that certain Agreement and Plan of Merger, dated April 17, 2016, between the Issuer, Parent and Papay Merger Sub, Inc. (the "Merger Agreement"), of these Unvested RSUs, (x) the Unvested RSUs that were scheduled to vest before April 1, 2017 were cancelled in the merger in exchange for a cash payment of \$36.00 per unit;

- (2) (y) the Unvested RSUs that were scheduled to vest between April 1, 2017 and December 31, 2017 will vest pursuant to their existing vesting schedules and will be entitled to receive a cash payment of \$36.00 per unit on their applicable vesting dates; and (z) the Unvested RSUs that were scheduled to vest on or after January 1, 2018 will vest on January 1, 2018 and will receive a cash payment of \$36.00 per unit on such date. These transactions were exempt from Section 16(b) of the Securities Exchange Act of 1934, as amended, pursuant to Rule 16b-3 promulgated thereunder.

The common stock was disposed of pursuant to the Merger Agreement in exchange for a cash payment of \$36.00 per share. This

- (3) transaction was exempt from Section 16(b) of the Securities Exchange Act of 1934, as amended, pursuant to Rule 16b-3 promulgated thereunder.

Pursuant to a Rollover Contribution Agreement, by and between Parent and the David C. Quattrone Irrevocable Trust (2013), the David C. Quattrone Irrevocable Trust (2013) contributed these shares of common stock to Parent in exchange for a number of Parent's limited partnership interests calculated pursuant to the Rollover Contribution Agreement, effective as of the Effective Time, at a value of \$36.00 per share. This transaction was exempt from Section 16(b) of the Securities Exchange Act of 1934, as amended, pursuant to Rule 16b-3 promulgated thereunder.

- (5) The shares are held directly by the David C. Quattrone Irrevocable Trust (2013), for which the Reporting Person serves as trustee.
- (6) Disposed of pursuant to the Merger Agreement in exchange for a cash payment of \$36.00 per share. This transaction was exempt from Section 16(b) of the Securities Exchange Act of 1934, as amended, pursuant to Rule 16b-3 promulgated thereunder.

Pursuant to the Merger Agreement, this employee stock option was cancelled in exchange for a cash amount equal to the difference

- (7) between \$36.00 per share and the exercise price per share of the option, less applicable withholding taxes. This transaction was exempt from Section 16(b) of the Securities Exchange Act of 1934, as amended, pursuant to Rule 16b-3 promulgated thereunder.

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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