

CHANNELADVISOR CORP
Form DEFA14A
March 19, 2018
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

Filed by the Registrant x

Filed by a Party other than the Registrant o

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to § 240.14a-12

ChannelAdvisor Corporation

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box)

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

1. Title of each class of securities to which transaction applies:

2. Aggregate number of securities to which transaction applies:

3. Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):

4. Proposed maximum aggregate value of transaction:

5. Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

6. Amount Previously Paid:

7. Form, Schedule or Registration Statement No.:

8. Filing Party:

9. Date Filed:

*** Exercise Your Right to Vote ***

Important Notice Regarding the Availability of Proxy Materials for the
Stockholder Meeting to Be Held on May 4, 2018.

Meeting Information

| | | |
|----------------------------|--------------------|--|
| CHANNELADVISOR CORPORATION | Meeting Type: | Annual Meeting |
| | For holders as of: | March 8, 2018 |
| | Date: May 4, 2018 | Time: 10:00 a.m. |
| | Location: | 3025 Carrington Mill Blvd., Suite 500 Morrisville, North Carolina 27560 |

You are receiving this communication because you hold shares in the company named
above.

CHANNELADVISOR
CORPORATION
C/O PROXY SERVICES
P.O. BOX 9142
FARMINGDALE, NY
11735

This is not a ballot. You cannot use this notice to vote these shares. This communication
presents only an overview of the more complete proxy materials that are available to you
on the Internet. You may view the proxy materials online at www.proxyvote.com or easily
request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the
proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

— Before
You Vote
—
How to
Access
the Proxy
Materials

Proxy Materials Available to VIEW or RECEIVE:
NOTICE AND PROXY STATEMENT ANNUAL REPORT

How to View Online:

Have the information that is printed in the box marked by XXXX XXXX XXXX (located on the the arrow à following page) and visit: www.proxyvote.com.

How to Request and Receive a PAPER or E-MAIL Copy:

If you want to receive a paper or e-mail copy of these documents, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) BY INTERNET: www.proxyvote.com
- 2) BY TELEPHONE: 1-800-579-1639
- 3) BY EMAIL*: sendmaterial@proxyvote.com

* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box

by the arrow à XXXX XXXX XXXX (located on the following page) in the subject line.

Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment

advisor. Please make the request as instructed above on or before April 20, 2018 to facilitate timely delivery.

— How to
Vote —
Please
Choose
One of the
Following
Voting
Methods

Vote In Person: Many stockholder meetings have attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the meeting, you will need to request a ballot to vote these shares.

Vote By Internet: To vote now by Internet, go to www.proxyvote.com. Have the information that is printed in

the

(located
on the
following
box marked by the arrow à XXXX XXXX XXXX page)
available
and
follow the

instructions.

Vote By Mail: You can vote by mail by requesting a paper copy of the materials, which will include a proxy card.

Voting Items

The Board of Directors
recommends that you vote
FOR Items 1 and 2:

1. ELECTION OF
DIRECTORS

Nominees:

01) Timothy J. Buckley

02) Joseph L. Cowan

03) Marc E. Huffman

2. RATIFICATION OF
THE SELECTION OF
ERNST & YOUNG LLP
AS INDEPENDENT
AUDITORS FOR THE
FISCAL YEAR
ENDING DECEMBER
31, 2018.

NOTE: Such other
business as may properly
come before the meeting or
any adjournment thereof.

